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THE EDITORIAL

THE EDITORIAL

A STUDY IN EFFECTIVENESS
OF WRITING

BY

LEON NELSON FLINT

PROFESSOR OF JOURNALISM IN
THE UNIVERSITY OF KANSAS



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1924

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REMOTE STORAGE

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TO

MY STUDENTS OF EDITORIAL WRITING WHO HAVE ASPIRED TO DO THEIR WORK IN THE PROFESSIONAL SPIRIT, AND TO THOSE EDITORS WHOSE ADMIRABLE EXAMPLE HAS POINTED THE WAY

INTRODUCTION

In order to invite consideration of the editorial in all its aspects this book contains a brief historical sketch, as well as chapters on typography and on editorial responsibility; but the controlling purpose of the discussion has been to achieve practical helpfulness for the editorial writer, or the student, who really tries to carry his message beyond the threshold of his reader's mind, rather than leaving it on the doorstep.

Both the country editor who is trying to climb the ladder of editorial effectiveness, with hands full of distracting duties in the news, advertising, circulation, and printing departments of his paper, and the metropolitan editor who struggles upward, arms bulging with original documents, reference books, and conflicting news reports, would get along better if they took pains to observe the ladder. It behoves ladder climbers to dispense with hobbles and blinders.

This book deals with the ladder. Both the veteran, on the rung near the top, and the college youth, placing a tentative foot on the lowest crosspiece, need to know what they are about. Anything that is worth doing at all—particularly an art such as editorial writing—is worth a preliminary examination as to its purposes, possibilities and methods. And, as the years

of devotion to it lengthen into decades, it is worth frequent reëxaminations for overlooked opportunities and improvement of technique.

There is always another rung waiting for the editor who can see it and get his foot on it.

Several years of experience as an editorial writer, and as many more in work with students ambitious to become editorial writers, have gone into this book. The college student—and anyone, for that matter—will get benefit out of the presentation of a method of doing things that sets him to developing a better one. A college education or its equivalent is about to become a prerequisite for editorial work. And since the equivalent is harder to get than the college education itself, it is safe to say that the editor of the future will be a college graduate—not a raw, unweathered A. B., of course, any more than the chief counsel for a corporation will be an unseasoned LL. B. or the superintendent of a hospital, a green M. D.,—but a man who, from the time he starts out, has a college education working for him.

The experienced editor, while he may be impatient with "methods" in general, has too much interest in his means of livelihood and too much respect for his profession and too keen a vision of his responsibilities, to despise utterly fruits of experience offered by others in the same vocation. The overloaded country editor, tempted to get rid of the weight of an editorial column, welcomes some knack of juggling it in the pack so that it chafes less. The editor in the city, haunted by the ghostly columns of white space to fill, is relieved by

even a weak ray of light that makes it easier to dispel the apparition.

While it is interesting to consider editorial writing historically, and tremendously important that its ethical aspects be regarded, the writer of this study of the editorial admits that for him the greatest fascination lies in the study of technique—materials, aims, organization, style. In short, *results*.

From the news standpoint and the standpoint of broad newspaper policies, ethics is undoubtedly the most vital subject in journalism. The advance of the whole American press hinges on progress at the strategic point where honesty and accuracy and decency and fairness and responsibility and devotion, are confronted by entrenched opposition. But from the point of view of the editorial, this phase of the struggle is relatively less critical. Rather, the ground to be won in the editorial field is that of interest, respect, confidence, influence,—to some degree matters of ethics, but under present conditions, much more to be regarded as matters of psychology and technique.

On these matters emphasis has been placed in this book in the hope that the procedure outlined will be considered in the spirit in which it is offered—as merely suggestive of methods that have helped some young writers in their work and that many successful editors of newspapers and magazines, consciously or unconsciously, deliberately or spontaneously, are using every day.

L. N. F.

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THE EDITORIAL

CHAPTER I

DEVELOPMENT OF THE EDITORIAL COLUMN

The editorial—the published expression of the opinions of an editor—is one of the many mediums through which men have satisfied their instinct to spread ideas. Storm centers of thought furnish its natural habitat. When men have become agitated about questions of government, ethics, religion, art, science, and the like, they have sought publicity for their opinions, and, when facilities permitted, have found expression through editorials in newspapers and other publications.

Editorial writing has its own distinctive characteristics of form and function and its own significance in human affairs, justifying its consideration apart from other types of writing.

Nothing but News in the First Papers.—The earliest newspapers were not characterized by opinion. They were vehicles for news. They were crude attempts to satisfy wholesale the curiosity of human beings about events affecting their welfare or touching

their humanity. The News Letters of England, written by correspondents at important centers to persons in the provinces, have been pointed to as showing the early prevalence of opinion in journalism. It would be almost as reasonable to claim that the first newspaper was issued by Moses from his office of publication on Mt. Sinai, and was entirely editorial matter—persuasive, hortatory, and dictatorial. The News Letters were not newspapers. They merely form one of the precursors of the newspaper, as do the bellmen and the *Acta Diurna* of the Romans. When the newspaper came, it was a medium of news, not opinion. The first daily newspaper in England, the *Daily Courant*, 1702, was also strictly a news sheet.

Neither were the early editors actuated by the same purposes that inspired the pamphleteers. They were neither the reflectors nor the leaders of thought among their people.

The pamphlet is not to be closely associated with the newspaper, lacking as it did the distinguishing characteristics, periodicity, continuity of name, and the presence of news.

But the failure to claim primacy for the editorial does not argue any less regard for its present importance. It is the flower of journalism, not the root. News is the root and stem. Interpretation of that news is the flower and seed, giving significance and worth to the whole plant.

Editors in England.—The time came in England, as later in America, when men who might otherwise have been pamphleteers became newspaper editors

Citizens and Friends, Come Let Us Reason Together

EACH new day's events in Europe ought to make us all think more seriously of the IMPERATIVE NECESSITY of supporting the President. next Tuesday.

Over and over again The American has predicted that this

KEEPING DOWN TRAFFIC CONGESTION.

When the influenza epidemic assumed dangerous proportions Health Commissioner Copeland issued an order

SIGNED BY THE PEOPLE

THE Peace Treaty signed at Versailles is the most important peace document in history, both in the immensity of the problems it deals with and in that

THE EX-PRESIDENTS' MANIFESTO.

One doesn't have to be a Democrat to appreciate the statesmanship of Woodrow Wilson and be

THE SERVICE OF A NATION THAN ANY OTHER FORM OF GOVERNMENT.

THE WEEK IN THE WAR

TURKEY surrenders. The Dardanelles are opened. That means quick surrender or destruction of Germany's fleet in

Education of Women in India

NEARLY sixty-five years ago, the government of India, in forming a new Department of Public Instruction, declared that the education of women should be given "frank and cordial support," and went on to ex-

THE CRISIS BEFORE US AND THE DUTY OF THE HOUR

No Time for Trimmers in Politics to Befog the Issue — Bold and Courageous Action the Country's Need

By WILLIAM HOWARD TAFT

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LABOR unions have been necessary to secure to the individual working man as opportunity to deal with his employer on

THE HETCH-HETCHY AMENDMENTS

They Are From 38 to 42, Inclusive, and They Should Be Voted Down

CHARTER Amendments 38 to 42, inclusive, are intended to facilitate the illegal use of money voted for a water supply for the construction of a power plant, trade bonds unsalable for cash for construction work at

Italy's Day

ITALY will gain something more than her unredeemed lands by the collapse of Austria. She will be relieved from a menace which has threatened her ever since she was a united nation. She won back

KEEPING STEP.

Pictures of the big Liberty parade in New York City show that President Wilson can keep step. This is as it should be. It is essential that he keep step with Republicans as well as Democrats. The entire nation is trying to keep step and the President must march in unison with men of all political creeds. He has no right to step

THEY ARE NOT HOME YET

If peace should come tomorrow it does not mean that our soldiers will forthwith stack arms and come home. It will be a year at least and possibly longer before the last of our returning transports enter the home harbors. Then while we are

A CHANCE FOR THE RUBBERNECKS.

Switzerland, the oldest of the republics, the goal of tourists, the spot despised by kings, now stands a house of refuge for these same monarchs. Or, we may say she is keeping open attic, into which the governments of Europe

Equal Rights For All.

Those highly logical creatures, the militant suffragettes at Washington, all of them charming ladies and all

FRENCH AND AMERICANS.

In Boston this winter the Lowell Institute is to devote its principal course of lectures to French literature and the

"STAND BY WILSON."

The best and only way for the Republicans to "stand by Wilson" and help win the war is to return a Republican congress today and stand

Ranching for New Markets

There is begun to-day on another page of The Republican a new department, "Making and Marketing New England Products," which will appear each Monday. It has been obtained

THREE AMENDMENTS.

Three Amendments to the Constitution and one Proposition are to be voted on by the people of New York at the General Election tomorrow. Amendment Number One forbids the State to contract a debt for a period longer than that of the proposed

"Unconditional" Victory.

Victory presages immediate peace. While the Huns are retreating as long as possible from making the "un-

A REVIVAL OF GREGORIAN MUSIC

TWO other day St. Patrick's Cathedral, New York City, witnessed a strange and welcome sight and heard a strange and welcome sound—congrega-

BROOMSTICK PREPAREDNESS.

By THEODORE ROOSEVELT.

At present we Americans have two prime duties.

The first is to make the best of actual conditions; to prepare our army, navy,

Lost: A Hundred Million

EDISON stumbled upon artificial silk while searching for the incandescent light and threw it aside with a thousand other scrapped experiments.

The New Merchant Marine Act

THE Merchant Marine act is the one notable achievement of the late Congressional session. It opens up a vista of problems and possibilities for the future which it is not too early to be considering.

So Say We All

REMEMBER: The most vital thing in our lives is three meals a day. Those three meals are threatened. To remove this threat we have proposed: First, that the land be taken out of the hands of the land hog and the speculator and put back in the hands of the farmer. Second, that we be permitted to receive our food from the farmer.

DIVERSE STYLES OF EDITORIAL HEADINGS AND TYPOGRAPHY, WITH VARYING WIDTHS OF COLUMNS.

and introduced the element of opinion, even fostered it at times to the exclusion of everything else.

Such editors in England in the middle of the seventeenth century were Marchamont Needham, champion of one side and then the other, John Berkenhead, an "administration editor" who has the distinction of being the first newspaper man to be elected to parliament, and Roger L'Estrange, a champion of press censorship—for his opponents. In the eighteenth century Daniel Defoe and Jonathan Swift developed the political power of the press; Henry Fielding and Tobias Smollett interpreted the policies of powerful ministers; William Cobbett made his newspapers the organs of the masses of the common people; Leigh Hunt used his paper to promote culture, though also adding his name to the list of distinguished "jail editors" as a result of a lively characterization of George IV; John Wilkes, the Woodfalls, and a score of others made beginnings in journalistic endeavor which were to develop later.

In the nineteenth century, the Walters built up the London *Times* and J. T. Delane, its greatest editor, made it "thunder"; Lord Glenesk developed the *Morning Post;* Charles Dickens demonstrated with his London *News* how a great reporter may turn out a poor editor; C. P. Scott made of the Manchester *Guardian* a great organ of opinion; Lord Northcliffe began to attain with his *Daily Mail* new levels of circulation and influence. In the nineteenth century, in England, the influence of the press on opinion and on governmental policies probably was greater than at any other

THE TIMES

THURSDAY, MARCH 18, 1920.

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Weather Forecast.

England, S.E.—Fresh or strong south-westerly to westerly winds, much low cloud, occasional rain or drizzle; some fairer intervals; visibility mainly indifferent; mild. (p. 20)

Important changes in graduation and administration are recommended by the Royal Commission on the Income-tax. (p. 11)

Though Dr. Kapp has resigned, confusion still reigns in Germany. The Communists are active everywhere, and there is talk of a Communist Government in Berlin. Fighting surrendering, to be the Coalition election agent. (p. 16)

One policeman was killed, and another constable and a bystander wounded, by shots fired at them when leaving the church at Toomevara, Co. Tipperary. (p. 16)

Albert Edward Redfern, formerly a lieutenant in the Devonshire Regiment, has been sentenced to death for the murder of Edgar T. Oates, manager of a Leeds bank. (p. 13)

Sir A. and Lady Geddes were entertained by the English-Speaking Union at a farewell dinner. (p. 18)

Business in the discount market was very quiet pending to-day's Bank rate decision. Fears of an advance in the rate kept stock markets idle and dull. Silver again fell sharply and gold declined further. The French and Italian exchanges reached a new high level. (p. 21)

Summary of Law Cases will be found on page 4.

The Monarchist "Putsch."

The German "militarist" and *monarchist* plot has ended in ignominious failure. The Kapp-Lüttwitz Government is no more, and its chiefs have themselves announced their resignation with such pitiful explanations as they could devise. The latest report is, indeed, to the effect that they have fled from Berlin. Dr. Kapp, it is thought, "may "have lost his nerve." Persons who lose their nerve ought not to pose as the heads—or the figureheads—of revolutions. The business needs "daring, and daring, and still more daring," as Danton told the Jacobins. The *communiqué* issued from Berlin naturally makes no mention of the late "Imperial Chancellor's" nerves. It assigns as the reason for Dr. Kapp's sudden disappearance from his exalted post an alleged decision of the Bauer Government. That Government, it asserts, has decided to fulfil the most essential of the political demands which Dr. Kapp and the other insurgents made upon it. The demand is not specified, but apparently it was the militarist summons to hold immediate elections. Its rejection, the *communiqué* asserts, "led to the establishment of the Kapp Govern-"ment. Now that the Bauer Government has acceded to it—so the Kapp *communiqué* declares—that revolutionary chief "regards his mission as "fulfilled and retires." He is, of course, inspired by the most patriotic motives, and particularly by a deep conviction that "the solid union of "all" is indispensable to the defence of the Fatherland against "the annihilating danger of "Bolshevism." It is rather a tame ending for a plot engineered by the bluest Junker and Royalist blood in Prussia. The state of the "ex-Chancellor's" nerves may possibly account for the lack of humour and of common sense with which the man who has shaken public order to its foundations, and has played, as events show, straight into the hands of the Bolshevists, should affect to be the unselfish champion of national unity and the implacable enemy of the anti-Social movement, to which, with reckless levity, he has afforded new opportunities for evil. How far the Spartacists and their allies may succeed in using the chance which the party of the altar and the throne have thrown in their way, remains to be seen. At Chemnitz and other places they have taken control, and in the present temper of the German masses there is a certain risk that troubles which are still isolated and sporadic may spread and acquire a dangerous consistency. It would be easy, however, to exaggerate this peril. Dr. Kapp and his friends are not the only persons who may think it a useful card in their hands.

We have never hidden our belief that the Ebert Administration were showing weakness, or worse, in their neglect to deal more firmly with the military conspiracy which has been openly conducted under their eyes for so many months. Their errors have been great, and they are now paying the heavy penalty, but whatever these errors have been in the past, they appear to have treated this insolent challenge to their authority with laudable firmness and decision, from the moment when they were safely established in South Germany. The statement immediately affected, but to the whole community of nations. Herr Julius Meinl, the author, does not plead for impossible sums to be devoted to relief. He points out that the most fatal and the most galling checks to a return of prosperity in the States formerly included in the Austrian Empire, including the new Republic of Austria itself, are not the acts of the present Governments. They date back to the first year of the war, and may be summed up in the term "Government control." It is still maintained in all these States, and even in the several provinces, subdivisions, and districts of each of them. The results are disastrous. Every district tries to hold all it can for itself, and every peasant refuses to part with crops, for which he is offered a price far below the market value. Industry is fettered at every turn by this kind of "economic con-"scription," as Herr Meinl aptly terms it. The "economic militarists" strongly approve of it—as we see them approve of it in so many "De-"partments" at home. But it is ruining all these countries, and while it remains in force recovery is impossible. The Supreme Council, here or in Paris, is not, and cannot be, in a position to deal intelligently with such problems. They are local problems and cannot be solved except locally. The remedy is one which we have often prescribed. Let the Supreme Council lay down the general lines on which all such problems ought to be approached; then let it leave the actual application of these lines to the peoples immediately concerned, under the general supervision of the Council. The spur of self-interest would very soon impel them to adjust their differences in a friendly fashion to their common advantage, and an economic agreement so reached among themselves and confirmed by the Entente would be the best of barriers against the "annihilating danger of "Bolshevism" which threatens these States with even more imminence than it is threatening Germany.

A Principle at Stake.

The recommendations made by the Royal Commission on Income Tax are so numerous and far-reaching that we have no hesitation in saying that some of them must be very carefully examined, both in and out of Parliament, before they are allowed to reach the Statute-book. The report does not lend itself to rapid review, for in spite of the great numbers of recommendations and suggestions which it contains, and the controversial character of many of them, emphasized by nine separate reservations, the Commissioners have not thought fit to append a summary of their proposals. The report confirms the forecasts which have already appeared as to some features of the proposed changes, but we fear that though the higher exemption limits and increased allowances which are recommended will make important and pleasant reading to the taxpayer—particularly the over-burdened middle-class taxpayer—they will tend to divert attention from other recommendations which are even more vital and far-reaching. We have no doubt that the Commissioners have, as they declare, endeavoured to apply as far as possible the vital principle of the tax—namely, the principle of "ability to pay." And we see no reason to question their conclusion that, if the proposals they make are adopted in their entirety, there would be no ultimate loss of revenue, and that there would not even be a loss of revenue during the process of change. Nor do we challenge their recommendation with regard to the proposed system of graduation, for the graphs appended to the report show that the sharp steps in tax payable under the existing system would be replaced by graceful curves and straight lines under the new.

But we do dispute the statement that no fundamental change is proposed. This is true as regards the nature of the tax, but not of its administration, for if the Commissioners' recommendations in this report are adopted, then the income-tax of 1842 in its essential features will not remain, as they declare, unaltered. We warned our readers in our City Notes last Monday that the Board of Inland Revenue had

sary that ... "absolute effic... reaching a tot... pared with £4... formidable, as ... but though no... the significanc... Admiralty are ... can make out a... the amount. ... £19,000,000 re... bilities (includ... nal charges w... balance, not b... creases in pa... pensions, and ... pose to maintai... personnel of th... the pre-war st... fair basis of ... Austen Cham... in that imagin... seems to belon... down £75,000,... Force, whereas ... £144,000,000 ... and is certain ... Chamberlain's ... expenditure w... the £19,000,00... mentioned, it ... are only £5,00... lain's calcula... bulk of this ... saved this ye... of the Fleet. ... Admiralty D... cost three ... The Control... budgeted as ... war, is this ... £277,000, alt... programme ... expansion o... happy and ... Eric Gedd... services ha... wasteful ... "buildings, ... ago that th... of the brick... branches of ... when we c... penditure ... £3,500,000, ... of private h... Among min... Branch, the ... 1914, and is ... increase of £... Branch expe... maintenance ... Slough and a... staff and exp... quired for its ... Compass Bra... of many oppo... can be traced.

While the ... present condi... word, even in ... able to turn to... policy which ... policy set for... solid work acc... be has been Fi... the Naval Sta... the future ... of the Royal ... we believe will ... The scheme ... administration ... distinguished ... We are not d... from the cour... colleagues tha... "unit on whi... may prove th... be inclined to... attach sufficie... the aircraft o... ships. But ... demonstrated.

Portion of the Editorial Page of the English "Thunderer."

time in any country. Statesmen took hints from it and politicians sought its approval.

The American Editor.—In the United States, the first newspapers, led by the Boston *News Letter,* established in 1704, opened the history of American journalism, as it had been opened three-quarters of a century earlier in England, with news as the sole or predominant object, though the ethical purpose, to "cure" lying by making known the truth, was announced in *Publick Occurrences,* a precursor of the first newspaper.

Contemporaneously in England, the current of editorial opinion was broad and deep. And before many decades the pre-Revolutionary crises and, later, the post-Revolutionary issues in politics and government, gave rise to great editorial activity in this country. Men became editors in order to hold more advantageous positions as publicists. The importance of the newspaper as a vehicle of opinion was recognized in the use made of it by statesmen, both through contributed opinions and through acquired "organs." Benjamin Franklin added the luster of his name to American journalism.

In the periods which saw the full flowering of the party press and the beginnings of the cheap press, editorial opinion gained a generally recognized importance and an almost universal prevalence in publications. Early in the century William Coleman founded the New York *Evening Post* with high and explicit editorial purposes, which were to be admirably upheld by succeeding editors, William Cullen Bryant,

John Bigelow, Carl Schurz, E. L. Godkin, Horace White, and others. William Lloyd Garrison brought out the *Liberator.* Benjamin Day started the New York *Sun,* and James Gordon Bennett, the *Herald,* with preëminence in news-handling as their chief ambition. Greeley laid the foundations of his future supremacy in the field of newspaper opinion. Samuel Bowles 2d persuaded his father to make a daily out of the Springfield *Republican,* in order, as it seemed, that it might enter early upon the great career which Bowles had in store for it and which it continues today, as an interpreter of the meaning of events.

Golden Age of the Editorial.—The decade preceding the Civil War is sometimes spoken of by newspaper men as the Golden Age of the editorial; but it is difficult to separate it sharply from the war period itself or the succeeding years of reconstruction. During this third of a century there were many greater and lesser giants roaming the fields of opinion, with Greeley towering above them all: Charles A. Dana, with the New York *Sun;* Henry J. Raymond, with the *Times;* Joseph Medill, through the Chicago *Tribune;* Henry Watterson, through the Louisville *Courier-Journal;* Bowles; and others.

This was the era of personal journalism, before the newspaper as a news-gathering and commercial institution swallowed up the editor as an individual.

The "great editor" of this time was, to quote Tiffany Blake, editor of the Chicago *Tribune,* "a man whose main business was public affairs. He was, essentially and pre-

New-York Daily Tribune

WEDNESDAY, AUGUST 20, 1862.

TO CORRESPONDENTS.

No notice can be taken of anonymous communications. Whatever is intended for insertion must be authenticated by the name and address of the writer—not necessarily for publication, but as a guaranty of his good faith.

We cannot undertake to return rejected communications. Every author must keep an extra sheet to be addressed to "The Tribune," New-York.

To Advertisers.

THE WEEKLY TRIBUNE has the largest circulation of any newspaper in this country, if not in the world. It is taken by the best-selling farmers, tradesmen, merchants, and professional men throughout all the loyal States; and business men in this city who desire to reach those classes can do so most effectually by advertising in THE WEEKLY TRIBUNE. Price $2 a line. Advertisements for this week's issue must be handed in to-day.

NEWS OF THE DAY.

THE WAR.

—We have a brief account of a Union defeat in Missouri. A fight is said to have occurred on the 18th in Jackson County, between 300 Unionists, and 2,000 Rebels under Quantrell, in which the Union forces were defeated with a loss of 200 killed and wounded. This notorious William Quantrell proposes to shoot all citizens of Missouri who are found on the way to join the Union forces, and also all who consult in money for the defense of the country. It will be remembered that the Rebel Governments seldom these phrases and endorse as "partisan warfare," and deserve no official protection even from; yet how Davis writhes when Virginian traitors are quietly emptied from our Jails.

—Judge Advocate-General and Chief Marshal Gilbert William Henry Ambler has appointed examining officers in each volunteer district of New-York and Brooklyn, each of whom is authorized, between the hours of 9 in the morning and 4 in the afternoon, to inquire, in a courteous and proper manner, of the conscripts of all twenty-six districts, more, however, of those of the 1st and 2d, the said citizen, the names and ages of the residents thereof. All persons who furnish information or substantiating the accounting officers will be liable to arrest and punishment.

—An important General Order of the War Department is printed in another column. It explains what 3d person is to be compelled to take the oath of allegiance, than such an one is to be entirely voluntary, and if so, under no penalties, the portion will be done with according to how this penalty is dealt. The order also regulates the manner of taking the public and private property from enemies or friends for Government use, and subsequently prohibits pillage in any case.

—Our letter from Fortress Monroe says up to Sunday last—not late enough to be considered. Nothing had been heard from McClellan's army that day, but on Saturday night they were successfully crossing the Chickahominy some of them for the third or fourth time, bound for Williamsburg. The baggage train was said to be passing through Butterworth toward Fortress Monroe.

—Passenger correspondence are to be sent away from Gen. Pope's, and perhaps from other quarters. The allegation is that they tell too much that, and tell it too soon. So far as Gen. Pope's army is concerned, we have not been opposed with much useful detail in our correspondence here sent us by [illegible] during which, John Dudley, keeper of a place, is trying to quiet our Chinese Sorrows, struck him with his foot a blow that knocked him against the stage with such violence, that he soon after died.

—The British brig John and Elizabeth, arrived recently old, of Sunderland, England, in ballast vessel Little Egg Harbor. The Captain ordered Passenger for Pine Island Rips—lemon his wrecking. It is the ship's first voyage, and was in ballast.

—A letter from Wendell Phillips, explaining his position, is printed on the second page of our edition of this morning. On the third page we give the names of the sick and wounded soldiers brought to this city by the Hospital.

—The memorial instruction of the Croton water to the New Reservoir took place on 3 p. m. yesterday, in the presence of the Mayor, by Hiram Ketchum, Vice Schuyler (President of the Croton Board), and Lucius H. Bingay.

—Our new currency is to be issued from the Treasury Department to-day, and continued at the rate of $17,000 per day until the public want is supplied. At that rate it may not take ten years.

—We regret to announce the death of Commodore Rhinelander Wadsworth. He died of fever, at Santa Rosa-Colonna, on the 10th inst.

STATE OF THE MARKETS.

The rush to supply Europe's imperative wants in Southwestern Commerce of 1861 was started at 30,000 bbl. Corn, 1,000,000 bu. Wheat, 1,000,000 bu. Provisions, 1,000,000 lbs. Cotton, 2,000,000 lbs. Tobacco, 1,000,000 lbs. Lard, 1,000,000 lbs. Beef, 1,000,000 lbs. Pork, 1,000,000 lbs. Butter, 1,000,000 lbs. Cheese, 1,000,000 lbs. Wool, 1,000,000 lbs. Hides, 1,000,000 lbs. Tallow

eminently, a public man. The people listened to their parsons one day in seven; to their politicians even less often. But the editor preached to them daily, and his function was as well recognized as that of the preacher or politician, of which he was a most formidable combination.

"The voice of this striking social figure was the editorial, and in his hands it enjoyed a kind of conspicuity and prestige it is likely never again to attain. This was not solely because of the special genius of the great editor as writer or thinker, but also, and perhaps chiefly, because of the nature of his office and its place in the social and political life of the period. But there is also to be taken into account the fact that under the simple conditions of the old-time newspaper its editor was able to write almost always in the line of his own personal convictions, with all the tonic sense of his own direct accountability, and with full freedom to wreak his personality upon his literary form in all its whims, its inconsistencies, even its extravagances. This gave his work its gusto, its reality, its human appeal."

Modern Developments.—In the years intervening between those days and the present, which it is natural to characterize as the modern period, at least three interesting developments are to be noted.

1. The veiled successor to the personal editor, the editorial writer, has taken over the function of commentator, and has been multiplied into the editorial staff, with its tendencies towards specialization preparing the way for authoritative opinions. The voice of the great paper has become the voice of an institution. The editor, as some one has put it, has become an unrecognized statesman. The change is, at

least, inevitable, and there is better reason for it—as will appear later—than is given in the rather cynical remark of G. Binney Dibblee, an English commentator on newspapers, that "reverence attaches itself more easily to the unknown, and the shadow of corporate responsibility adds somewhat to the freedom of writing and very much to the fertility of invention," and further that, "the grand manner can be more easily sustained where irrelevant individual characteristics are suppressed, and continuity can be better preserved in spite of necessary changes in the staff." Henry Watterson has thus stated his view on the subject:

We are passing through a period of transition. The old system of personal journalism having gone out, and the new system of counting-room journalism having not quite reached a full realization of itself, the editorial function seems to have fallen into a lean and slippered state, the matters of tone and style honored rather in the breach than in the observance. Too many ill-trained, uneducated lads have graduated out of the city editor's room by sheer force of audacity and enterprise into the more important posts. Too often the counting-room takes no supervision of the editorial room beyond the immediate selling value of the paper the latter turns out. Things upstairs are left at loose ends. They are examples of opportunities lost through absentee landlordism. These conditions, however, are ephemeral. There will never be a Greeley, or a Raymond, or a Dana, playing the rôle of "star" and personally exploited by everything appearing in journals which seemed to exist mainly to glorify them. Each was in his way a man of superior attain-

ments. Each thought himself an unselfish servant of the public. Yet each had his limitations—his ambitions and prejudices, his likes and dislikes, intensified and amplified by the habit of personalism, often unconscious. And, this personal element eliminated, why may not the impersonal head of the coming newspaper—proud of his profession, and satisfied with the results of its ministration—render a yet better account to God and the people in unselfish devotion to the common interest?

2. Yellow Journalism, a spectacular phenomenon produced by W. R. Hearst, with his New York *Journal* and other papers, and Joseph Pulitzer, with his New York *World,* has had its rise and decline; but it has brought permanently into journalism the typographically sensational, easy-to-read, universally appealing editorial type of which Arthur Brisbane, chief editor for Mr. Hearst, is the creator. In spite of its shortcomings and its excesses and its misdeeds, sensational journalism has made a valuable contribution to appreciation of the editor's function as a moralist, a philosopher, an entertainer, an educator.

3. An understanding of the vastly increased importance of news, socially, politically, economically, ethically, and of the ease with which public opinion can be formed through the news columns, led to the temporary transfer of editorializing to the news columns, both in the frank mixing of opinion and news and in the more subtle "handling" of news for editorial effect. By some, this practice is still held to be justified by its results. Its propriety is still a subject for fiery debate. Its employment is common. But the

weight of opinion has turned against it. Its advantages are bought at too high a price of loss in public confidence. It too plainly deprives the public of its right to an unadulterated product, the unbiased news.

At best, no newspaper, in gathering and evaluating news, can be absolutely fair; but it can avoid intentional partiality.

Opinion an Essential Element.—The editorial page will not atrophy. It is a vital organ of the journalistic body. The paramount question for study by newspaper men is how it may best meet the new conditions; how it may most successfully perform the functions that inevitably belong to it. The mission of journalism is indeed "to satisfy the inquiring mind," but the mind of the public inquires not only about current facts, but about values as well.

Signed Editorials.—Minor experiments in editorial practice have been tried, from time to time, in the way of employing extra-staff writers or authorities to handle special subjects, also in printing signed editorials by staff writers, and contributed editorials by such leaders as Theodore Roosevelt and William Howard Taft. It does not yet appear that any method superior to the conventional one inherited from the past has been developed. As to the propriety of having editorials signed, following the practice of newspapers on the continent of Europe, it has been aptly pointed out that subjects for editorial treatment in any large American newspaper are threshed out at the editorial council and the man who writes the editorial frequently accepts ideas from every member of the

staff. He would be guilty of plagiarism if he should attach his name to the editorial.

Exception may be made, of course, in the case of such special editorial features as the weekly "lay sermon," in the Kansas City *Journal,* written always by the same member of the staff and signed by him.

CHAPTER II

WEAKNESS AND STRENGTH OF THE EDITORIAL

Not infrequently the question is raised among newspapermen and others interested in the newspaper, "Is the editorial anything more than a newspaper habit?"

The feeling of uncertainty as to the quantity and quality or even the existence of that newspaper product or by-product called editorial influence extends even among editors themselves—perhaps especially among editors.

It is common to hear remarks about the "decline" of the editorial page, though not so common as before the revival of interest in discussions of opinions occasioned by the tremendous issues growing out of the world war.

Even in English journalism, according to J. D. Symon in "The Press and Its Story," more and more the average man echoes the cry of a hard-headed Scotchman, 'Give us your news, not your opinions; we can form our opinions for ourselves, if you will tell us accurately what is happening.'" And again, "I find now-a-days that those who read leading articles are either the very old or the very young." G. Binney Dibblee diagnoses as follows:

Just as we chose the American daily paper for the model of a news-gathering and news-presenting organization, so here we must admit that, as an organ for expressing instructive opinion not only on politics but on general topics, the distinctively English type of paper is a far more potent and more highly developed instrument. In this respect the American press suffers severely from the general democratic contempt prevailing on that continent for expert opinion of all kinds. Since one man there is commonly reputed to be as good as another, so there is no room even in that huge population for any one whose opinion carries weight in any other sense than that a large number of people think that he adequately expresses their views or comes near to saying publicly, what privately each man feels and thinks more effectively for himself.

Signs of Lost Confidence.—In this country, as well as in England, one of the patent indications of doubt—it seems sometimes it must be desperation—as to the efficacy of editorials is the widespread effort to transform the editorial page into a sort of layer cake with plenty of frosting. The constantly growing variety of features that appear on the editorial page manifests at least a determination to save the right-hand side of the page from the complete neglect which threatens the first, second, and third columns—as far over as matters of intellectual interest are allowed to encroach.

Another confession of the impotency of the editorial column is involved in the practice of editorializing the news. Not alone by the injection of editorial views into news stories and their headings, but

also by the clever "coloring" of news stories, is the fact betrayed that the directing heads of many newspapers have discovered what they regard as the best way to "get results."

This applies more particularly to the metropolitan press. The small newspaper has been perhaps less self-critical than its larger contemporary and in its small field has had less reason to worry about lack of editorial influence, taking comfort in the fact that even the readers themselves do not know how much or how little they are influenced by their newspapers.

The Chief Criticisms.—Thus it appears that from the newspaper world itself come admissions of editorial weakness or futility. But that is not the full extent of the trouble. From the benches of the public, right, left, and center, come indictments not only of the utility but also of the ethics of the editorial column. Some of the most common are:

1. That editorial opinion can be bought. Or that, if not directly purchasable for money, it is dictated indirectly through the business office of the newspaper. That, while only in particular cases is a press venal, as a whole and always it is capitalistic. That "the daily play of the higher mind upon the lower mind," the "intense emotion of conviction," can not come from a business concern.

2. That editorial columns are usually colored by bigotry and based on an implied assertion of inerrancy, while the truth is that few editors have first rate ability and high educational qualifications necessary for passing judgment on great questions of the

day. As Bernard Shaw puts it, no newspaper would leave the destiny of its country or even its city in the hands of its editorial writers who are telling the paper's readers what ought to be done.

3. That editorial writers assume to relieve the reader of the need of thinking for himself; try to force opinions upon him, in spite of suspicion and antagonism thus aroused; overdo the practice of "applied mentality."

4. That editors make indefensible attacks upon public men and others.

5. That editorials are dull and profitless—ground out by men who have insufficient time to make their writing effective—and have no merit except that they afford the reader complete mental rest. Thus did Carlyle rail at the leading articles as "straw that has been threshed a hundred times without wheat."

6. That editors are prone to follow a "safety first" or "absent treatment" policy of denouncing bank robbery and the crimes of the satraps of Persia or advocating passionately reforms in Togoland, thus producing "filler" made up of equal parts of verbal gymnastics and cowardice. "Editorialene," one critic has called it.

7. That—at the other extreme from the preceding—editorials usually deal with local trivialities, discussing the bad conditions of sidewalk crossings or the objections to keeping hogs within the city limits.

8. That it has not been uncommon in the past for newspapers to use syndicated editorials put out by so called "editorial copy foundries," at fifty cents or

less a column—unless exclusive copy on one side or another of some question was desired, in which case the price ranged from five dollars to ten dollars for each thousand words—a practice so full of insincerity and deceit as to be worthy of characterization as rank imposture. Similar methods of syndication are not uncommon to-day.

9. That editorial writers say things that they do not believe.

10. That from the editor's point of view, things are always all good or utterly bad. There is no such thing as fairness in keeping accounts with men and measures by entry of both debit and credit items.

11. That, once committed to a policy, perhaps on the most flimsy evidence, no editor ever changes front, however untenable his position becomes.

12. That editorial columns are seldom used to acknowledge a mistake or to right a wrong.

13. That editors conduct their campaigns on an emotional, not a rational basis, substituting for an intellectual assault on an evil principle the pursuit of the individual bad man, and sometimes abandoning the chase as soon as the excitement begins to subside.

The first four of these indictments are usually directed at the metropolitan press, the fifth, sixth, seventh and eighth, at the rural editor, and the remainder at both about equally.

Need of Studying Problems.—It is impossible to deny that there is some truth in all of these indictments, though for the most part such criticisms are highly exaggerated. It is not the purpose of this book

to minimize the faults of journalism, nor to take up criticisms, in order, and dispose of them as effectively as possible. It is the purpose, rather, to discuss ways and means of improving conditions, whether very bad or merely somewhat less than perfect. The worse they are, the greater the need for efforts at improvement.

The chapters which follow, dealing with methods of finding, gathering and handling editorial materials, on the one hand, and, on the other, with notions as to editorial responsibilities and opportunities, are, broadly speaking, answers to the charges made. In some cases the answer amounts to a denial, in others to an admission of guilt; but in both, the main concern is with methods of improvement. To take up the charges here would result in needless duplication of discussion that comes up in its proper place along through the logical development of the subject of editorial writing.

Conditions Better To-day.—Perhaps it may be said in passing, however, that while it is true that "there were giants in those days," the modern editor does not suffer by comparison on an ethical basis with the editor of the past. In fact he is in most respects superior. He is not more mercenary nor more dishonest; he is less egotistical, less intolerant, less abusive, less contemptuous of the reader's ability to think, equally courageous, better trained, and more widely informed. Of course, such a comparison is far from scientific; it is a matter of impressions formed by reading and experience; but it is fairly well agreed to by those who have taken pains to strike a balance.

The trouble with the editorial page is, in a word, that it has not developed in a way to meet new conditions. These new conditions are not mainly in the realm of ethics. They grow out of (1) The greater education of the people; (2) less willingness to follow leaders in the party, in the church or on the platform; (3) the higher pressure of modern life; (4) changes in public taste; (5) new competing interests; (6) changes in the newspaper as an institution; (7) changes in the newspaper itself—its size, its variety of content, its appeal, its discovery of publicity in the news as an effective weapon.

False Attitude of Editors.—When an ineffective editorial page is examined for an explanation of its failure, the trouble is generally found to be, not in the ethics of the page but in what may be called its technique—the methods it uses to meet conditions and do its work. There are not so many dishonest editors as there are incompetent editors—writers who take themselves too seriously; who have nothing to learn about editorial writing. When such an editor is asked for a recipe for success in his line of work, he usually makes one of the following replies:

1. "The good editor is born, not made." A statement that becomes less fallacious if "not" is changed to "and."

2. "All that an editor needs is something to say." Which may be brought much nearer the truth by changing "all" to "one important thing." Dr. Johnson did indeed testify that the secret of his power lay in the fact that he always tried to have something to

say. But his explanation did not stop there. The rest of his formula is just as important: "I say it as well as I can."

3. "I just sit down to the typewriter and write. That is all there is to being an editor." Also that is what is the matter with a woeful number of editorial columns.

4. "Anybody can write editorials." Anybody does —more's the pity.

5. "There is no use writing editorials for anybody except the few who think." That is doubtless the privilege of an editor if he can afford it; but the thrill that the editor gets from organizing a select aristocracy of intellect among his readers, and electing himself a member of it, is more expensive and less creditable than the more "human" kinds of thrills that can be bought cheaply at any amusement park or moving picture theater.

6. "You might as well ask by what system Caruso draws a crowd." Very well, why not ask it? Does anybody doubt that Caruso has a system? Caruso is endowed with a great voice, to be sure; but is that all the explanation of Caruso?

The Root of the Trouble.—The whole trouble with the editorial page—or at least nine-tenths of it —may be summed up in two brief statements: First, editorials with neither knowledge, insight, nor courage in them, nor an attractive sense of humor, are nothing more than "fillers"; second, the editor who has not thought out and applied a technique of his craft is "going it blind." If he exerts any influence,

it is by accident or intuition. It is a mere foolish dream for him to expect to exercise leadership while affecting to despise the knowledge of tactics and strategy upon which leadership depends.

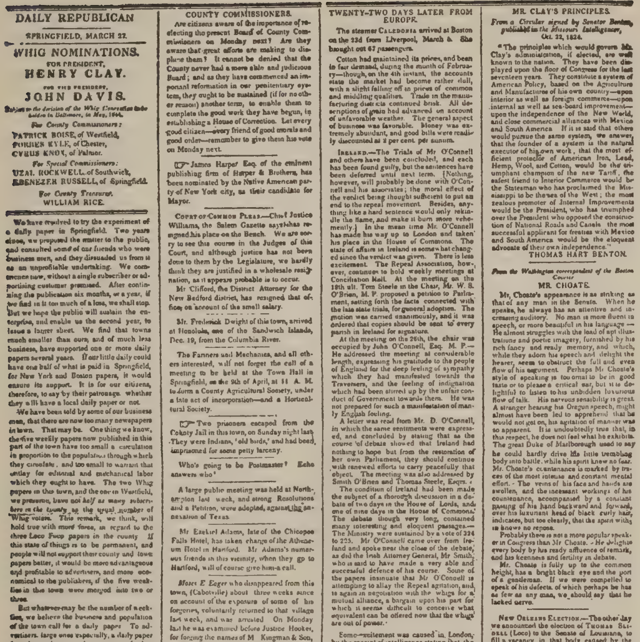
Editors who are lacking in these two particulars really have no warrant for publishing their opinions or undertaking policies.

The fact that some writers may do a thing passably well by instinct does not argue against the necessity of training for other writers. Even the greatest editors might have been more powerful for a study of the technique of their craft.

Why the Editorial Will Persist.—To the question asked at the beginning, "Is the editorial anything more than a newspaper habit?" the answer may be summed up by stating a few of the reasons why newspapers print editorials—continue to print them even though, in some instances, the publisher's confidence in their efficacy is little more than the "benefit of a doubt."

1. They have come to be an essential part of the conception of a newspaper. They supply a thought element necessary to its completeness. They are the "Interpreter's House." They furnish an incentive and an outlet for the best intellectual ability of the editor and his staff. "One good comment is worth ten informations," said de Blowitz.

2. Whether or not they are read as much as might be desired, they enhance, by their very presence, the prestige of the paper. Taken as a whole they dignify journalism.



DAILY REPUBLICAN

SPRINGFIELD, MARCH 22.

WHIG NOMINATIONS.

FOR PRESIDENT,

HENRY CLAY.

FOR VICE PRESIDENT,

JOHN DAVIS.

Subject to the decision of the Whig Convention to be holden in Baltimore, in May, 1844.

For County Commissioners:

PATRICK BOISE, of Westfield,
FORBES KYLE, of Chester,
CYRUS KNOX, of Palmer.

For Special Commissioners:

UZAL ROCKWELL, of Southwick,
EBENEZER RUSSELL, of Springfield.

For County Treasurer.

WILLIAM RICE.

We have resolved to try the experiment of a daily paper in Springfield. Two years since, we proposed the matter to the public, and consulted some of our friends who were business men, and they dissuaded us from it as an unprofitable undertaking. We commence now, without a single subscriber or advertising customer promised. After continuing the publication six months, or a year, if we find in it too much of a loss, we shall stop. But we hope the public will sustain the enterprise, and enable us the second year, to issue a larger sheet. We find that towns much smaller than ours, and of much less business, have supported one or more daily papers several years. If our little daily could have one half of what is paid in Springfield, for New York and Boston papers, it would ensure its support. It is for our citizens, therefore, to say by their patronage whether they will have a local daily paper or not.

We have been told by some of our business men, that there are now too many newspapers in town. That may be. One thing we know, the five weekly papers now published in this part of the town have too small a circulation in proportion to the population through which they circulate, and too small to warrant that outlay for editorial and mechanical labor which they ought to have. The two Whig papers in this town, and the one in Westfield, we presume, have not *half as many subscribers in the county* as the usual number of Whig voters. This remark, we think, will hold true with more force, in regard to the three Loco Foco papers in the county. If this state of things is to be permanent, and people will not support their county and town papers better, it would be more advantageous and profitable to advertisers, and more economical to the publishers, if the five weeklies in this town were merged into two or three.

But whatever may be the number of weeklies, we believe the business and population of the town call for a daily paper. To advertisers, large ones especially, a daily paper furnishes a cheaper and more prompt facility than can be had in the weekly papers. Men of business, we think, will find it for their interest and convenience, to sustain a home daily paper.

We need hardly say that the politics of the Daily Republican will be WHIG—FANEUIL HALL WHIG. The Presidential election will soon open, and will be one of unusual interest and excitement. In this campaign we intend the Daily Republican shall be a vigilant and active auxiliary to the Whig cause.

To the end that we may succeed in our undertaking, we shall endeavor, by all the means in our power, to make an interesting sheet. It will not be particularly devoted to politics, but we mean to make it also a *news paper*, and especially a *local* one—as well as a medium for the discussion of matters of local interest. We invite our friends to assist us by communications on such subjects as they may deem important or interesting. Of course we shall reserve the right of judging what is proper for insertion, and shall not consider ourselves responsible for all opinions advanced by correspondents; but shall endeavor to give every communication [illegible]

COUNTY COMMISSIONERS.

Are citizens aware of the importance of re-electing the present Board of County Commissioners on Monday next? Are they aware that great efforts are making to displace them? It cannot be denied that the County never had a more able and judicious Board; and as they have commenced an important reformation in our penitentiary system, they ought to be sustained (if for no other reason) another term, to enable them to complete the good work they have begun, in establishing a House of Correction. Let every good citizen—every friend of good morals and good order—remember to give them his vote on Monday next.

☞ James Harper Esq. of the eminent publishing firm of Harper & Brothers, has been nominated by the Native American party of New York city, as their candidate for Mayor.

COURT OF COMMON PLEAS.—Chief Justice Williams, the Salem Gazette says, has resigned his place on the Bench. We are sorry to see this course in the Judges of this Court, and although justice has not been done to them by the Legislature, we hardly think they are justified in a wholesale resignation, as it appears probable is to occur.

Mr Clifford, the District Attorney for the New Bedford district, has resigned that office, on account of the small salary.

Mr. Frederick Dwight of this town, arrived at Honolulu, one of the Sandwich Islands, Dec. 19, from the Columbia River.

The Farmers and Mechanics, and all others interested, will not forget the call of a meeting to be held at the Town Hall in Springfield, on the 9th of April, at 11 A. M. to form a County Agricultural Society, under a late act of incorporation—and a Horticultural Society.

☞ Two prisoners escaped from the County Jail in this town, on Sunday night last. They were Indians, 'old birds,' and had been imprisoned for some petty larceny.

Who's going to be Postmaster? Echo answers who?

A large public meeting was held at Northampton last week, and strong Resolutions and a Petition, were adopted, against the annexation of Texas.

Mr Ezekiel Adams, late of the Chicopee Falls Hotel, has taken charge of the Athenæum Hotel in Hartford. Mr Adams's numerous friends in this vicinity, when they go to Hartford, will of course give him a call.

Moses E Eager who disappeared from this town, (Cabotville) about three weeks since on account of the exposure of some of his forgeries, voluntarily returned to that village last week, and was arrested. On Monday last he was examined before Justice Hooker, for forging the names of M Kingman & Son, and Silas Mosman (of Cabotville) as joint endorsers with himself, of a note of $350, given by Joseph Ashley & Co. and payable at the Springfield Bank. Eager plead guilty and was bound over in the sum of $700 for his appearance for trial at the June term of the Court of Common Pleas. Much other forged paper of Eager's is said to be in existence in this town and vicinity.

THE TEXAS QUESTION.—Letters have been received in this city from members of Congress, stating that all this agitation about Texas and Oregon is perfectly needless, and that there is not the least reason for apprehension concerning the annexation of the one or the forcible occupation of the other. These letters are from Locofoco members, and they speak very decidedly.—*N. Y. Express.*

GEN. JACKSON IN FAVOR THE ANNEXATION.—A letter (just published in the Globe,) written by Gen Jackson to a member of Congress, within a year, favors the annexation of Texas to the United States strongly. It is published as an offset to Mr. Webster's letter on the opposite side of the subject! The General says that "the annexation of Texas to the United States promises to enlarge the [illegible]

TWENTY-TWO DAYS LATER FROM EUROPE.

The steamer CALEDONIA arrived at Boston on the 23d from Liverpool, March 4. She brought out 67 passengers.

Cotton had maintained its prices, and been in fair demand, during the month of February—though, on the 4th instant, the accounts state the market had become rather dull, with a slight falling off in prices of common and middling qualities. Trade in the manufacturing districts continued brisk. All descriptions of grain had advanced on account of unfavorable weather. The general aspect of business was favorable. Money was extremely abundant, and good bills were readily discounted at 2 per cent. per annum.

IRELAND.—The Trials of Mr O'Connell and others have been concluded, and each has been found *guilty*, but the sentences have been deferred until next term. (Nothing, however, will probably be done with O'Connell and his associates; the moral effect of the verdict being thought sufficient to put an end to the repeal movement. Besides, anything like a hard sentence would only rekindle the flame, and make it burn more vehemently.) In the mean time Mr. O'Connell has made his way up to London and taken his place in the House of Commons. The state of affairs in Ireland is somewhat changed since the verdict was given. There is less excitement. The Repeal Association, however, continues to hold weekly meetings at Conciliation Hall. At the meeting on the 19th ult. Tom Steele in the Chair, Mr. W. S. O'Brien, M. P. proposed a petition to Parliament, setting forth the facts connected with the late state trials, for general adoption. The motion was carried unanimously, and it was ordered that copies should be sent to every parish in Ireland for signature.

At the meeting on the 26th, the chair was occupied by John O'Connell, Esq. M. P.—He addressed the meeting at considerable length, expressing his gratitude to the people of England for the deep feeling of sympathy which they had manifested towards the Traversers, and the feeling of indignation which had been stirred up by the unfair conduct of Government towards them. He was not prepared for such a manifestation of manly English feeling.

A letter was read from Mr. D. O'Connell, in which the same sentiments were expressed, and concluded by stating that as the course of debate showed that Ireland had nothing to hope but from the restoration of her own Parliament, they should continue with renewed efforts to carry peacefully that object. The meeting was also addressed by Smith O'Brien and Thomas Steele, Esqrs.

The condition of Ireland had been made the subject of a thorough discussion in a debate of two days in the House of Lords, and one of nine days in the House of Commons. The debate though very long, contained many interesting and eloquent passages.—The Ministry were sustained by a vote of 324 to 225. Mr O'Connell came over from Ireland and spoke near the close of the debate, as did the Irish Attorney General, Mr Smith, who is said to have made a very able and successful defence of his course. Some of the papers insinuate that Mr O'Connell is attempting to allay the Repeal agitation, and is again in negotiation with the whigs for a mutual alliance, a bargain upon his part for which it seems difficult to conceive what equivalent can be offered now that the whigs are out of power.

Some excitement was caused in London, by the receipt of intelligence stating that the French Admiral Thouars had seized Tahiti, but subsequent accounts from France that the conduct of the Admiral had not received the sanction of the French Government, the excitement subsided.

On the 3d instant a destructive fire broke out in Manchester. The flames were so terrific, says a Liverpool paper, that the spectators were deterred from volunteering to work the engines which were brought to the spot, and it was necessary to send for soldiers to perform that duty. A large block of warehouses in which the fire originated was wholly destroyed with its contents. This range of stores was 180 feet long by 120 feet wide, and seven stories in height, besides the basement. Several other large warehouses and their contents were destroyed, and the loss is estimated at much over £100,000.

Mr. Everett, the American Minister, it is stated, has been for a month on a visit to the Rev Sydney Smith.

A dinner to O'Connell is finally arranged to take place at Convent Garden Theatre, on Tuesday the 12th of March. Many leading members of Parliament will be present, and several peers.

The Irish provincial papers continue their notices of the conveyances of large quantities of arms and ammunition to the different [illegible]

MR. CLAY'S PRINCIPLES.

From a Circular signed by Senator Benton, published in the Missouri Intelligencer, Oct. 22, 1824.

"The principles which would govern Mr. Clay's administration, if elected, are well known to the nation. They have been displayed upon the floor of Congress for the last seventeen years. They constitute a system of American Policy, based on the Agriculture and Manufactures of his own country—upon interior as well as foreign commerce—upon internal as well as sea-board improvement—upon the independence of the New World, and close commercial alliances with Mexico and South America. If it is said that others would pursue the same system, we answer, that the founder of a system is the natural executor of his own work, that the most efficient protector of American Iron, Lead, Hemp, Wool, and Cotton, would be the triumphant champion of the new Tariff, the safest friend to Interior Commerce would be the Statesman who has proclaimed the Mississippi to be the sea of the West; the most zealous promoter of Internal Improvements would be the President, who has triumphed over the President who opposed the construction of National Roads and Canals; the most successful applicant for treaties with Mexico and South America would be the eloquent advocate of their own independence."

THOMAS HART BENTON.

From the Washington correspondent of the Boston Courier

MR. CHOATE.

Mr. Choate's appearance is as striking as that of any man in the Senate. When he speaks, he always has an attentive and increasing auditory. No man is more fluent in speech, or more beautiful in his language.—He almost struggles with the load of apt illustrations and poetic imagery, furnished by his rich fancy and ready memory, and which, while they adorn his speech and delight the hearer, seem to obstruct the full and even flow of his argument. Perhaps Mr Choate's style of speaking is too ornate to be in good taste or to please a critical ear, but it is delightful to listen to his unbidden luxurious flow of talk. His nervous sensibility is great. A stranger hearing his Oregon speech, might almost have been led to apprehend that he would not get on, his agitation of manner was so apparent. It is undoubtedly true that, in this respect, he does not feel what he exhibits. The great Duke of Marlborough used to say he could hardly drive his little trembling body into battle, while his spirit knew no fear. Mr. Choate's countenance is marked by traces of the most intense and constant mental effort. The veins of his face and hands are swollen, and the incessant workings of his countenance, accompanied by a constant passing of his hand backward and forward, over his luxuriant head of black curly hair, indicates, but too clearly, that the spirit within knows no repose.

Probably there is not a more popular speaker in Congress than Mr Choate. He delights every body by his ready affluence of remark, and his keenness and fertility in debate.

Mr. Choate is fully up to the common height, has a bright black eye and the port of a gentleman. If we were compelled to speak of his defects, of which perhaps he has as few as any man, we should say that he lacked nerve.

NEW ORLEANS ELECTION.—The other day we announced the election of THOMAS SLIDELL (Loco) to the Senate of Louisiana, to fill a vacancy in that body caused by the death of ALBERT HOA; and also that the election was charged to have been carried by fraud, in consequence of foreigners being permitted to vote on naturalization papers which had been illegally issued by Judge ELLIOTT, of the City Court of Lafayette.

Since then the Legislature of Louisiana, which at the time had under investigation the conduct of Judge ELLIOTT in issuing these illegal certificates, have taken up the report of its committee *against the Judge*, and adopted it by a vote of 36 to 9! This report stamps the conduct of Judge ELLIOTT as corrupt; charges him with fraud and malfeasance; recommends his removal from office, and declares the certificates of naturalization issued by his Court fraudulent and illegal.

Intelligencer

DEATH OF GEN. PORTER.—Our papers which came by the Western mail last evening, announce the melancholy tidings of the death of Gen. PETER B. PORTER. He died, at his residence at Niagara Falls, on Wednesday evening. Gen. Porter has filled many high and responsible stations, both in civil and military life. He was engaged in the most active service, and participated in some of the most arduous and brilliant scenes of the last war. Besides filling many other offices, he had been a member of the Congress of the United States, and was Secretary of [illegible]

BEGINNINGS OF A FAMOUS EDITORIAL PAGE IN THE FIRST NUMBER OF THE SPRINGFIELD "DAILY REPUBLICAN."

3. The presence of the editorial page makes journalism worth while, in the higher sense. Only through the consciousness of its editorial powers does a newspaper get a lively realization of its responsibility to the public, though this responsibility is by no means limited to the editorial page.

4. The presence of an editorial column renders unnecessary and tends to discourage the practice, which even the publisher sanctioning it is likely to admit to be reprehensible, of coloring news with editorial opinion. It makes it easier to print both sides in the news instead of suppressing what is unfavorable to the paper's side, while "playing up" what is favorable.

5. The editorial page brings within reach one of the luxuries of journalism—recognition abroad. For the editor of the small paper, such recognition is personal. His editorials are reprinted; his clever paragraphs go chuckling about the state. Through the exchange of badinage he makes friends with other editors. The horizon of his influence broadens indefinitely. He gets more fun out of life. In the case of the large paper, the recognition is institutional, but by no means lacking in personal satisfaction to everybody, from the publisher to the cub.

6. An editorial column enables the paper to express prevailing local opinion on public questions—a reflecting process that even the cynical cannot deny assists popular government. On the other hand, the editorial column affords the only legitimate means by which a newspaper may attempt to exercise leadership. Through this means of expression it can "de-

fend the weak and the new idea," or as another puts it, "fight for the unorganized classes in society," or "act as attorney for the people who pay it ten cents a week."

Horace White when editor of the New York *Evening Post* thus commented on the value of the editorial page:

"A newspaper which merely inked over a certain amount of white paper each day might be a good collector of news, it might be successful as a business venture; but it could leave no mark upon its time, and could have no history."

Or as the Detroit *News* puts it:

It is doubtless true that some editorial pages have ceased to be an influence, but that is because they ought so to cease. Influence is based on confidence, and confidence is built on a daily, yearly loyalty to truth, a tested vision which foresees right directions, and an uncompromising devotion to the principles of righteousness and justice no matter how positively unpopular for the time being these may be.

Editorial pages which have not been prostituted to private purposes, which are not mere mouthpieces for the predacious few against the many, have not lost their influence. There is not an editorial page in the country that stands for the general trend of righteousness, that instinctively turns its strength to succor the weak, that trenchantly attacks the sinister influences which would undermine liberty and morality, that can complain of public disregard. Wherever a man or staff of men speak out plainly for what they hold to be right for all, and speak from deep conviction, and speak rationally; where-

ever there is a willingness to give the deep reason for the faith that is expressed, there is no complaint of public indifference and disregard. . . . The statement that people do not read editorials comes with most suspicious frequency from those who could pursue their evil plans to better advantage if the people really could be persuaded not to read editorials. Their statement is not possible of belief by any newspaper whose editorial duties are honestly performed. The people frequently say what they think of editorials which is proof of the reading they receive.

. . . . . .

It would be interesting to know the variety of reasons which guide so many people to the reading of editorials. One man goes to them for the summing up of matters, another for a knowledge of the arguments which may be made on either side of an issue, another for the controlling tendencies of communal thought, another for inspiration, another because the thoughtful side of newspaper work appeals to him as much as does the reportorial side, another because in the maze of conflicting opinions he wants some clew by following which he may come to his own conclusion.

For various reasons, then, men and women read the editorials, and the knowledge of their watchful eyes and alert minds is a constant inspiration to renewed care and labor. This body of readers, though doubtless much smaller than the total number of readers, is really the influential leaven in society. They belong to the race of thinkers, to those who go behind the story for its meanings, behind the event for its interpretation, behind the social symptom for the social cause, behind the medley of happenings for the pattern of significant tendencies and influences that is being woven.

Editorials in the Magazines.—Separate consideration might be given to the changing fortunes of the magazine editorial page; but the fact that an editorial is an editorial, wherever printed, renders separate treatment unnecessary.

We are sometimes told that "the best output of opinion is in magazines of conviction and purpose." This may be granted without detracting from the importance of opinion in newspapers of like conviction and purpose. Argument as to which have the greater influence would be profitless.

Generally speaking, the monthly magazines, except the reviews, regard expression of editorial opinion as a minor matter.

The weekly reviews, on the other hand, and the propaganda publications, are at the other extreme of self-expression. Editorial opinion is their whole life. The *Nation,* the *New Republic,* the *Review,* are at the head of a long column of vigorous exponents of views on everything in general or some one thing in particular.

Between the two extremes come the weeklies such as *Collier's,* the *Saturday Evening Post, Leslie's,* the *Independent,* the *Outlook* and many others which, in a greater or less degree, subordinate editorial opinion to general articles, fiction, or contributed discussions.

The policies and the rules of procedure of the periodicals in our own country and abroad offer an interesting field of study. The newspapers, however, seem closer to people in the mass, and with their aggregate daily circulation far exceeding the total num-

Collier's
THE NATIONAL WEEKLY

Volume 66 Number 2 — July 10 1920

Price 5 cents a copy, $2.50 a year — Canadian & Foreign, 10 cents a copy, $4.00 a year

P. F. Collier & Son Company
416 West 13th Street, New York, N. Y.

Richard Parody, Jr., Editor — Lowell Mellett, Managing Editor — Loren Palmer, Associate Editor

MORE important than proposals to do new things is the machinery by which they can be done. If we are going to put a stop to these accursed expenses and taxes, and get back to a sound basis, let the National Government set the pace.

Last week Collier's suggested that the best way to start housecleaning is to adopt a national budget system. That will clamp the brakes down hard on our expenses. This week we want to look over into the neighbors' homes and see what sort of credit we are gaining in our business and social relations with them. It touches the pocketbook too. Never mind the printed statistics of foreign trade, averaging a headache to a column. All we are remembering is that the price of everything we buy—from a haircut in Boston to a handkerchief in Los Angeles—depends not only on our domestic ease and energy, but on our intercourse with the other principal countries from which we buy and to which we sell.

Any platform aiming at businesslike government would contain a pledge to reorganize our present unstately State Department, and make it fit to represent us in the wide world.

Our Unstately State Department

WE do not exaggerate much when we say that if the people of the country knew the truth about their State Department there would be a riot. We do not speak lightly when we dare either of the two political parties to propose that the State Department be left in the condition in which the next administration will find it—a bad makeshift for handling our foreign affairs that has not even been oiled since our young men can remember.

We draw an indictment against our foreign service.

First, it is undertrained and underpaid.

Then, varnish the fact over as you will, its first-class jobs—ambassadorships—are put on the auction block and knocked down in exchange for campaign contributions. Often enough this sale is made to rich, doddering old incompetents who become the jokes of European capitals and reflect discredit on America.

Its home office has no adequate information of conditions in foreign countries and no way to digest such information.

It is out of touch with American business and fails to understand the larger aspects of building our foreign trade.

It has no proper alliance with our Department of Commerce. Its representatives in foreign countries are not provided with the means or the encouragement to get away from the card-case life of capitals. They usually know the country in which they represent us from the boiled-shirt viewpoint of a little circle of one class—the silk stockings. They seldom travel and should be made to do so.

There is no pension system to retire worn-out men. Nothing is promised in the way of protection after years of service, and, accordingly, a poor man risks the poorhouse when he enters the service.

Old men who have failed at everything else can still get jobs as United States consuls.

Politics still shakes the State Department tree to bring down all the plums that have escaped the promotion-by-merit system.

In brief, there are three things the matter with our State Department and our foreign service: Politics — Hayseed Ignorance — the Rotten Economy of Spending Too Little.

What's to Be Done?

COLLIER'S proposes that the first thing to improve the State Department and the foreign service to a state of decent respectability is to kick out of it the campaign-contribution ambassador and the political-worker minister. Every other nation has tried to get politics out of the foreign service by building up an entrance-examination and promotion-by-merit system, beginning with the little fellows—the consuls and secretaries.

We propose that our housecleaning begin at the top with the ambassadors and ministers.

The present Administration has no exclusive monopoly of the scandal of the political appointment system. But this Administration helped considerably to bring the system into real disrepute.

In ten principal capitals of the world, France and Great Britain before the war had twenty ambassadors and ministers whose experience, added all together, amounted to 326 years.

In ten principal capitals of the world the United States had ten ambassadors and ministers whose sum total of experience was twelve years. This twelve years of experience was all in one man.

The Administration, in other words, appointed nine men to the highest foreign service posts who had a double-0 zero experience in diplomacy and foreign affairs.

And the result was just as might be expected of any system that acts on the principle that being green is a qualification for a job needing training. Just two of the nine big novices gave any distinction to the job of representing America.

When the Administration came in there were forty-one ambassadors and ministers, and only thirteen of them had landed in their jobs without experience. After a sufficient time for changes, only four of the forty-one were left. There had been fifty-two appointments, and only two men out of the whole lot had ever had any experience at all!

Mr. BRYAN picked out six men for the six $10,000 minister jobs in Central America. The National Civil Service Reform League furnishes this information about them: One was a retired parson in his seventieth year, two were lawyers and spellbinders for democracy, one was a dentist who had gone into politics, one was a commission dealer, and the sixth was a Confederate veteran approaching eighty years of age. In the pinch, a few such men make good by force of character. But none of them would say that his lack of experience was any qualification for his job.

Now, the plain fact is that reform of this condition by law is difficult. This is because the Constitution puts the power of appointment and removal in the hands of the President.

But Collier's has a suggestion.

Let the candidates for the presidency now agree that if elected they will submit for approval to the Senate at least three names for each post with data as to the record, training, and qualifications of each—and that no man who has been a campaign contributor shall have his name presented.

Let's Pay

IF we are going to take our ambassador and minister jobs out of the political market, where they can be bought and paid for by worn-out business men in their frowzy years, we must pay enough to induce good young blood to enter our foreign service as a career.

Stupidly enough, we pay the same salaries to all posts, regardless of their importance. We ought to grade our salaries at once. It is rank absurdity to pay our ambassador in Peru the same salary that we pay our ambassador in London.

Stupidly enough, we hope to represent ourselves in foreign nations with a crew manning our ship of foreign affairs who must either be married to heiresses, or have retired from profiteering, or else go broke in the service.

In four principal ambassadorial posts France and Great Britain average together in their provision for salary, rent, and entertainment more than $61,000 per man per year. At the same places we pay $17,500.

Stupidly enough, we do not buy, as the experience of other nations dictates as the wisest plan, embassy and legation housing property for our men. They have to run around looking for accommodation; they often have no adequate facility for offering hospitality; they sometimes have to move on from one place to another. It is absurd.

Stupidly enough, we go on expecting the State Department in Washington to attract to its service men of ability. Why should they go there? Political change every four years may throw them out. There is no assured career. The salaries are inadequate. The jobs must either be filled by occasional earnest men with means or rich young dudes, or by men who can be hired for almost nothing. Great Britain pays about 40 per cent more than we do to get men to do the same kind of work in the same kind of jobs.

All this is an excellent exhibition of the worst economy in the world—the purchase of cheap goods. Good thrift means getting something for our money. [illegible]

His Memory Will Endure

THIS country has been profiting by the services of two first-rate ambassadors to Great Britain. One is the Hon. JOHN W DAVIS of West Virginia. The other—

Readers with long memories for the sporting pages will recall that our present amateur golf champion, good modest sportsman that he is, climbed to eminence over the sick beds of several worthy but invalid opponents. One of his chief rivals was copiously advertised as having tonsillitis. Another devoted much space in newspapers to signed articles, after he got licked, describing the severe attack of sciatica that kept him from playing his real game.

Now look across the ocean for a moment. Look at Muirfield. There is a golf match for the British amateur championship between an Oxford student and a Chicago coal merchant. The match is all square at the thirty-seventh tee. Par for the hole is three. Our man plays it in three—perfect golf. The Oxford boy sinks a long putt for a two. That ended the match and the championship, and we have yet to hear, and never will hear, a single word of excuse or a single alibi of any kind from the American player.

Many a man who in sport or business finds that sometimes a perfect effort is not good enough to win will remember the example of ROBERT A GARDNER of Chicago, and will feel better in defeat. Scorning all temptations to excuse himself, the man who keeps his mouth shut and smiling is a sportsman and a gentleman, and his memory will endure.

Your Head or Your Heart?

THIS is a good year to ask this question. It is a year of political struggle. Almost everyone is taking sides. Partisanship is the word for it. Well, can you keep your partisanship and your *judgment* in separate compartments of your mind?

We remember a man who belonged to a certain club. All the members were strongly pro-Ally, although it was very early in the war. This particular man knew something of military matters, and after a good deal of study came to the conclusion that the British campaign against the Dardanelles was doomed to failure. He said so. Immediately almost all the other members whispered unjustly that this man was pro-German. Finally they kicked him out of the club. They were so used to confusing their own partisanship and their own judgment, and allowing partisanship to swallow good judgment, that they did not conceive of a mind clear enough to side with the Allies, but also clear enough to come to the conclusion that the Dardanelles would not fail.

"I do not think Wood can be nominated," said a man a few weeks ago.

"Why, I thought you were one of his backers!" exclaimed a woman, also a guest at the dinner party.

"But what has that to do with my judgment?" asked the Wood supporter.

He was quite right—a clear-thinking person. Perhaps he might have refrained from voicing his judgment, but he would have been even less worthy if he had allowed his partisanship to swallow his judgment. Often, when one is taking sides, it is impossible to prevent the judgment being warped and twisted by partisan feeling. But how often do we all let partisan feeling gallop away, dragging good judgment in the dust after it? In wars? In politics? In everyday life?

Why not catch ourselves committing this folly a few times and learn how it will trick us into ridiculous positions and absurd claims and assertions?



"Aw, gee, Pop, is that a Political Victory?"

Play Something

AN address on recreation, delivered by Viscount GREY in America, has been put into a book. When a man of GREY'S experience begins to bear down pretty hard on this subject, it is because he feels the tremendous importance of recreation in our lives at this moment when the world, after some years of wars and wailing, muddles and mulligrubs, now finds its nerves on edge. We shall never have good recreation until we learn the difference between real play, on the one hand, and mere entertainment, on the other. Though Americans have been making wonderful progress in the art of being entertained, haven't we also been losing our sense of play? Play furnishes recreation through one's own desire to express himself. Entertainment is just being amused from the outside. The first is a good deal more fun, more real recreation, than the second.

We believe that many families have forgotten how to play. Looking at comic supplements, or going to see a race, or taking in a theatre, or hearing somebody sing is entertainment. It's nothing more. When a man's been standing in front of a machine or sitting behind a desk all day, it's not even good recreation.

Play releases something from within. Play makes you do something that loosens your personality in a field different from the day's work. It requires you to take part, but it remakes you. It keeps you from souring. Mere entertainment never does.

ATTRACTIVE MAKE-UP OF EDITORIAL PAGES IN A WEEKLY MAGAZINE.

ber of persons in the country, they are, or should be, the great highway of ideas to and from the mind of the nation. In the choice of illustrative selections for this book, preference has been given to examples from newspapers.

CHAPTER III

THE EDITOR AND HIS READERS

An editorial writer who becomes so jaded that he ceases to get inspiration from his readers should try producing something else than editorial copy. He can never hope to supply a market to which he has grown indifferent. The first thrill of publication will not, to be sure, follow the beginner through years and decades of daily appearance in print, but he does not lose—*dare* not lose—the warm consciousness of those who "think his thoughts after him," whether they are to be visualized as a little group or a great concourse of thousands.

If the English essayists of the eighteenth century could have surveyed the two hundred years to follow, they might have been justified in feeling little concern as to what the readers of their own day thought of them. The editorial essayist of to-day, however, can not look forward to a century of appreciation. He cannot appeal from the present to the future. His medium is ephemeral. His writing is for the public of that same hour. "It is his fate not to be studied but simply to be read."

The Editor's Public.—Except in the case of the editor of a class publication, every editorial writer is

blessed with several possible publics. There are many periodicals, and doubtless a few newspapers, which are read by people of practically equal intelligence and education and having the same assortment of predominant interests. But most newspapers, large or small, reach, on the one hand, a public that may without flattery be called intellectual and, at the other extreme, a public little better than illiterate, and, in between, as many grades as one cares to make. The ordinary newspaper has one public whose predominant interest is business; others who are concerned primarily with politics, finance, housekeeping, sports.

It is important that an editor should have a "good working knowledge" of his constituents. If his paper is a small one, this is comparatively easy. He need only look up and down the street. If it is a metropolitan paper, he can learn much by personal observation and something through the circulation department. He should make it his business to meet his various publics, not only mind to mind in the editorial column, but face to face in the business office, store, club, shops, streets.

Beware of a Narrow Policy. Some editors express the belief that it is a waste of time to write for any other than what they call the ruling class. To their minds public opinion and public policies are shaped by a numerically small group of educated and thoughtful people. Some editors write almost exclusively for this public, well aware that they are going over the heads of the majority of those who buy the paper. Possiby this narrow policy returns a

greater amount of personal satisfaction to the editor than a more democratic plan. But it seems hardly to meet the newspaper ideal of "the greatest usefulness."

It seems hardly fair to the community. In a democracy, it is difficult to see how a conscientious editor can accept and labor to perpetuate an aristocracy of government. His aim should be rather to stimulate participation in public affairs on the part of the uneducated and relatively unthinking classes as well as the better informed. Whether or not he goes to the length of attempting to popularize his columns by typographical expedients for making them easier to read—a matter which is discussed in another chapter—he may at least popularize them somewhat through his choice of subjects. Instead of a contemptuous attitude opposed to "writing for the mob," he may well regard it as worth while to write for the citizen and the human being of whatever estate. No editorial office can safely discard the democratic spirit.

More and more, also, account will be taken of the woman reader and the interests which are peculiarly hers.

The Mystery of Public Opinion.—The editor's study of his public includes investigation of the elusive phenomenon called public opinion. The vocation of editorial writing is a continuous course in applied psychology. The psychology of the "mob mind" has received exhaustive treatment at the hands of scientific observers, and since it constitutes one phase of the phenomenon of public opinion, it is worth the

attention of any one dealing with the collective mind of society.

There are two sides to the editor's interest in the subject of public opinion. First, by what influences it is created, strengthened, or guided. Second, by what means and how accurately public opinion on any given question may be measured.

Observation along the line of the first problem soon reveals its extreme difficulty. Nothing flares up more suddenly,—often unexpectedly,—subsides more quickly, is more volatile, than the interest or conviction of the public regarding any of its concerns. On the other hand, nothing is more stubborn and relentless than is this same public opinion at times. But it is a publicist of very poor metal who despairs of approximating an understanding of these subtle forces. No editor can afford to be indifferent to them, or neglect any opportunity for their study. A practical understanding of the editorial as a force is the only object in trying to master the editorial as a form.

Hard to Read the Public Mind.—With regard to the second problem, the accurate measuring of public opinion, there is even less hope of dependable results. On a great question before the public, such, for example, as the question of whether or not the United States should enter the League of Nations, men of the widest experience in reading the public mind held diametrically opposite views as to the attitude of the American people. The amazing mistakes made by skilled politicians and statesmen in attempting to gauge the effect of a political maneuver, contribute

further evidence as to the extreme difficulty of the problem. It would be foolish, however, to deny that many men—many editors—judge correctly the attitude of the public much oftener than incorrectly. Indeed there are men whose success in foreseeing the reactions of the public to certain stimuli wins for them the reputation of having a special sense of almost uncanny keenness. However that may be, it would be a poor sort of editor who did not devote his best powers to acquiring facility in reading the thoughts of the public. He will early learn not to be misled by the clamor of those who take issue with him on some question. Those who approve are silent: those who disapprove are noisy. It is one of the unhappy features of editorial work that those who like what the editor says rarely tell him so. People have an unfortunate diffidence about expressing appreciation.

Almost Wears a Halo.—One of the advantages that an editor has in his dealings with the public is the fact that he will be "institutionalized" by his readers even though he is editor of only a small paper and is personally known to many. The debate as to the relative advantages and disadvantages of the personal journalism of the past—persisting to-day in the country press—or the institutional journalism of our cities, does not concern us here. But, as to the standing of the editorial writer, big or little, it can hardly be questioned that his authority is augmented by the prestige of the business institution and news institution from which proceeds the paper itself.

Newspapers take full advantage of this fact, as in

the case of a New York paper which, when severely criticized by a President of the United States, replied merely, "The President is an incident in American history; this paper is an institution."

Sources of Prestige.—An interesting study might be made of the psychological basis for the prestige of a newspaper as an institution:

1. Size of its organization has something to do with it: the human mind is always impressed by bigness and complexity.

2. Magnificence of its visible property is another element: it is very difficult to get the point of view of some publishers that a newspaper plant is merely a factory and should be located where land values are lower than at a conspicuous site in the heart of the town or city.

3. The newspaper itself is a contributing factor —its size, age, and history of achievement.

4. The number of its readers means much as to its impressiveness: curiously enough, our respect for what we read is increased in direct ratio to the number of others we think of as reading it. In other words, the readers themselves contribute to the prestige which the newspaper has for them. This is what is meant by the psychology of print: print impresses us because of its possibilities of human appeal. Or, as Rollo Ogden, editor of the New York *Evening Post,* puts it, "As the speaker gets from his hearers in mist what he gives back in shower, so the newspaper receives from the public as well as gives to it. Too often it gets as dust what it gives back as mud, but

that does not alter the relation. Action and reaction are all the while going on between the press and its patrons." This basis for an editor's prestige is important even in the case of the personal journalism of rural communities.

Backing the Editor Needs.—In order to have a fair chance with the public, an editor must have back of him a newspaper which is a fit vehicle for editorial writing having distinctive characteristics.

1. It must be a well-fed newspaper, not an object of charity. It is contrary to human nature to respect very deeply the opinions of any man whose attempts at business success have failed. In many cases, this is, of course, a most unfair judgment. Current jokes notwithstanding, it is literally true that men best able to give good advice on financial problems of the state or nation are, in some cases, failures in managing their own financial affairs. But the judgment of the public takes little account of exceptions. The editor of the small newspaper who expects to have his opinions on street paving, pool halls, taxes, religion, or politics seriously considered must have demonstrated the soundness of his judgments in matters affecting his own personal interests. There are noteworthy exceptions, but the rule holds. Often the best means of improving the editorial character of a run-down newspaper is to give the editor a course of training in cost finding and business management.

2. In order to have a fair chance that what he says editorially will have its due weight, the editor's newspaper must have decent, or better, standards in its

handling of news and advertising. Nothing so quickly compromises the influence of a newspaper as dishonesty and unfairness in handling the news. No newspaper's readers fail to detect a policy of news suppression or news coloring. It is almost pathetic to see a great newspaper attempting to fool its public by these means. However excellent the editorial page of such a paper, it has little chance of winning public esteem. Moreover, the taint from an untruthful or indecent advertisement, no matter in what part of the paper, penetrates to the editorial page. The whole matter may be expressed by paraphrasing a classical retort: I cannot hear what that paper *says* editorially because of what it *is* in its news and advertising.

3. To be forceful editorially, a newspaper must have purposes visible to the public, beyond the commercial purpose of selling news and advertising. This principle is not contradictory to the one given that a newspaper must be successful in a business way. Only the successful newspaper can afford the luxury of aims that transcend the commercial plane. It is the paper which has demonstrated to its public that it will suffer financial loss rather than compromise a principle; that it will adopt policies that do not pay in money; that it will spend its own money to further objects which it is recommending to its public—only such a newspaper affords its editor a chance to speak without having his sincerity and unselfishness questioned.

4. Very closely allied with the preceding is the requirement that, to give its editor the point of vantage

which he deserves, the ownership of a newspaper must not be subservient to selfish or partisan or political interests. Perhaps it is going too far to say that the editors of a party organ cannot wield a great influence. It would be foolish to deny that, during the last century, they were the most influential of all editors. But tendencies in journalism show clearly that great advantages are possessed by the paper which is, to a considerable degree at least, independent of party affiliations. It is maintained by some that there is a sharp distinction here between metropolitan and country journalism; that while city papers need political independence the small-town paper must have back of it an organized group such as a political party —a nucleus of support. It is difficult to see the force of this distinction further than that it describes a present condition but an obsolescent one. The growth of independent journalism has been more rapid in large than in small communities, but it is impossible not to believe that independence in politics is bound to increase steadily among country newspapers.

5. It goes without discussion that an editor can make his voice heard only when the ownership of the paper has no selfish interests in conflict with the public interest. Competent observers have reported that in this respect conditions in journalism are deteriorating; that, more and more, the owners of newspapers—large newspapers—as a natural result of their great financial resources are more frequently than formerly found among the stockholders in public service corporations, financial institutions subject to public regu-

lations, and real estate exploitation schemes. If this is true, it forebodes an evil day for metropolitan journalism. And it helps to explain the astonishing lack of influence of the metropolitan press, as sometimes betrayed in city elections.

Taking an Inventory.—Assuming, then, that the editor appreciates the importance of understanding his public and has attained a reasonable degree of such understanding, and assuming that his newspaper is a suitable medium through which to reach the public, he has a reasonable chance of succeeding in his work:

1. If he can learn to pick out of the day's jumble the significant things suitable for editorial handling.
2. If he can sense maladjustments where everything is apparently going smoothly.
3. If he can appreciate excellencies that others are too busy or too obtuse to see.
4. If his indignation kindles at the injustice ignored by the dulled sensibilities of the crowd.
5. If he can look beyond the present fact to its consequences a generation ahead.
6. If he has enough philosophy of life to insure fundamental consistency in the positions he takes.
7. If he is "historically minded"—possesses a historical perspective.
8. If he can break bonds of inertia in which most people lie helpless.
9. If he can pass by the non-essentials of a subject to the real heart of the matter.
10. If he knows when and how to be severe, kindly, ironical, gay, sentimental, brilliant, serious.

11. If he can adjust subject to reader, putting the right thing first, and the right thing last.

12. If he knows people well enough to be charitable.

13. If he has the instincts of an artist to guide him in judging when a piece of editorial work is well done.

14. If he has learned how to go to nature for renewal of courage and broadening of sympathies.

15. If, through a sense of humor or any other means, he has developed a balanced sanity as regards his own importance.

16. If he is strong enough so that he may safely let his readers see that he doesn't believe all truth to be on his side and all error on the other side.

17. If, in the words of Charles Dana, he is "original, strong, and bold enough to make his opinions a matter of consequence to the public."

18. If, in addition to being such well-known things as honest, independent, public spirited and well informed, he is also in dead earnest as to the professional nature of his relations to the community.

19. If he knows when to stay "on the fence" and when to get off, and can do both courageously.

20. If he realizes that fads and hobbies are only the "poor relations" of principles and policies.

21. If he can keep balance between his national and his world viewpoints.

22. If he has enough "keel" so that he can change his course, even in a stiff breeze, without capsizing.

23. If he likes people well enough to enjoy seeing

them happy and to help make them happy, even if he has to make them discontented first.

24. If he is not too hungry for popularity nor too much above caring for it.

25. If he is free from the itch for office—no matter if it is true that there are usually fifty editors in Congress. He might make an admirable official, but not while being a good editor.

26. If he can make the important international question seem as real as the local contest for the post-office.

27. If he can take stock of himself once in a while, using tests such as these "ifs" for inventory purposes, without having his spontaniety inhibited by over-self-consciousness.

To the discussion of some of these "ifs" and their consequences succeeding chapters will be devoted.

CHAPTER IV

MATERIALS FOR EDITORIALS

At first thought, it seems that if the editor has any difficulties with material, they will be difficulties of selection, not of discovery. Unlike the news writer, whose sphere is limited to the world of events, he can go anywhere for his subjects—to current history, to philosophy, to esthetics, to ethics, to religion. And yet this advantage in breadth of field does not make his task an easier one than the news writer's. It is, in fact, much harder. There are editors to whom the thought of the gaping columns to be filled day after day becomes a nightmare.

The Reporter's Work and the Editor's.—The editor who finds himself writing without any preliminary hard labor in gathering materials may well be suspicious as to the merit of his work. Partisan politics is the lazy editor's refuge. It enables him to fill numberless columns easily, but often vainly.

The old-fashioned editorial page was almost wholly political and it must be admitted that it had a certain virility. But it outlived its usefulness, and in so doing did much to depreciate editorial influence.

The pitfall of the reporter who becomes an editorial writer is the expectation that he can write editorials

as readily as he has been in the habit of writing news stories. As a reporter he learned to gather facts and record them, accurately, tersely, vividly. He was not much more than a conduit of information. Little or nothing of himself went into the story—that would have ruined his usefulness as a reporter. The instant he acquired all the available facts, he was ready to write.

These things are not true of the editorial writer. It is most unfortunate if he expects to write easily. When he has gathered the facts about an event—all the facts that the reporter needs—it is probable that he has taken only the first step in his labor of amassing material. He must have recourse to sources for which the reporter, as a reporter, cares nothing—although it is quite true that the reporter will be a better equipped man, and a better reporter, if his information and culture go beyond the mere working requirements of his craft.

However, the editorial writer is, in a sense, a reporter—a reporter on Truth—with the same need to verify information, to be sure he is right, to be accurate in every detail.

The Editorial Goes Far Beyond the News Story.—Most editorials are suggested by the news of the day. Even if they are not always discussions of current events, they have timeliness, as a rule, in the sense of being related to some subject already above the threshold of public consciousness. Just as the reporter finds it desirable sometimes to seek a "peg" on which to hang his news story, so the editorial writer is



The Reporter.



The Editor.

Contrasting the relative use made of different sources of materials by the reporter and by the editorial writer.

most confident of being read when he can hang his discussion upon a "peg" of present interest.

Broadly speaking, an editorial includes some or all of the facts of the news story plus associated facts, opinions as to the prophecy or threat hidden in the fact, emotional elements, purposes, moral qualities, tone, style, service value.

Illustrations of these distinctions can be found in almost any issue of any newspaper. For example, a news story related the facts as to the death of a young woman in Philadelphia and told of her gift of $1,000 to the Philadelphia orchestra. Some time afterwards an editorial appeared in the *Public Ledger*:

THE GIRL AND THE MILLIONAIRE

Facts in the News Story

A girl recently passed away in Philadelphia and in her will was found a bequest of $1000 for the Philadelphia Orchestra.

Associated Facts

Three weeks later a New York millionaire passed away and left millions of dollars for the furtherance of music.

Significance of the Facts

While there was a great difference in the amounts involved, the girl and the millionaire had a oneness of purpose; to perpetuate a force in our lives that the war has made us feel for the first time in a way that we never dreamed of.

Broader Aspects of the Subject

Before the war music was an adjunct in our lives. Then our boys went to the camps and over to France, and we realized the truth of Major General Bell's aphorism that "a singing nation is a winning nation." We began to realize that music was something more than a mere art of the dilettante or the cultured; we saw in it a force. Our soldiers felt it and we who remained at home felt it. Our boys literally sang their way to victory and the home army sang as they worked. Every home suddenly realized and felt the power of music. Men who had a respect for music, but nothing more, grasped the power that lay in the musical score and the work that is sung. And as our returning soldiers are already demanding that they shall have music at home as they had in the camps, it is a conservative statement which prophesies that the pre-war status of music in America will never return.

Interpretative Comment

Already the indications in Philadelphia point to the truth of this prophecy. The management of the Philadelphia Orchestra reports an unprecedented demand for season tickets for the coming winter's concerts, pointing to audiences that will test the capacity of the Academy of Music.

Applying Facts with Purpose to Benefit the Life of the City

But we must go farther than this, and both the Philadelphia girl and the New York millionaire have shown us the way. We should strengthen and perpetuate those institutions that will

insure good music, not only now, but for our children. In Philadelphia this naturally takes the form of perpetuating our orchestra, now the first of symphony orchestras in America. To leave a bequest to an orchestra does not occur to many of us when we make our wills. But it should.

Appeal to Moral Sense of Usefulness

Hundreds there are in this city who could leave a bequest as modest as did this far-seeing girl to the orchestra; scores there are to whom five or ten thousand dollars would be an easy possibility for such a bequest. Few bequests are more permanent, because the money is never spent; it is conservatively invested and only the interest is spent on the orchestra. So that year after year our money goes on working for our children and our children's children, making possible to them a force in our daily lives, the power and potentiality of which we are only now beginning to grasp. We cannot leave a more beautiful legacy for our children as was so wisely seen by the girl and the millionaire.

A Question of the Right Proportion.—1. Reading, of course, is the editor's primary source of material. And of all reading, the most obvious sort is newspaper reading. Not only must he read, but he must systematically store the facts of current history so as to have a well organized knowledge of events longitudinally, as they evolve, and transversely, in all their complex relations. In other words, either in a memory daybook and ledger, or by some more reliable

recording and filing system, he must keep open accounts with affairs.

Bookeeping the News.—One editor has developed a method which he calls bookkeeping the news. He actually enters, in what might be called his daybook, brief memoranda of significant events, beginning each entry with its appropriate catch word. From time to time he transfers these notes to a larger record, collecting into one "account" the memoranda bearing on any one subject. This latter book is his current history ledger. In it he maintains accounts with public men, with national issues, such as organized labor, the tariff, and immigration, and with matters of local interest.

More flexible mechanically is a card index system. Superior as a labor saving method is an envelope system. Any one can work these devices out for himself. The exact method used is unimportant. The vital thing is that the editorial writer, unless he has a truly phenomenal memory, should make use of some convenient means for keeping available an adequate fund of information on current affairs. The public has a short memory, the editor must have a long one. The public judges the direction in which events are moving by a survey based on the happenings of a few weeks or a few months; the editor must have a much greater perspective. He must be able, as it were, to plot the curve of any developing incident or movement in social or political affairs with a certainty that constitutes him something of a prophet. An editorial page

informed from such a systematic storehouse is enriched thereby beyond all danger of superficiality.

From inquiries answered by more than one hundred editors—mostly outside of metropolitan journalism—it appears that the reading habits of many editors may be described as follows:

Ninety per cent of their reading time is devoted to newspapers and magazines.

Nine per cent to miscellaneous books.

One per cent to reference books.

It is safe to say that the reading habits of the editor who is really meeting his obligations to the public will show a division of time somewhat like this:

Forty per cent, newspapers and magazines.

Forty per cent, miscellaneous books.

Twenty per cent, reference books.

In metropolitan journalism where editorial writers are employed for that work alone and are expected to become specialists in certain lines, the latter schedule is not only closely approximated, but in some cases improved upon as regards the proportion of time devoted to reading ephemeral publications. Books that help the editor get at the heart of things take their rightful place in the regard of such an editor. He has adopted one of the prime means of achieving the right to lead the thoughts of his readers.

Needs to Have Eyes That See.—2. In gathering his materials, the editor, like the reporter, makes constant use of observation. Training as a reporter, which teaches him to see things as they are and see everything, proves invaluable. We have heard that

there are sermons in stones. Likewise material for editorials may be seen on every hand by the eye of the trained reporter. Such a commonplace thing as dirt, for example, may lead the mind by inevitable association to some of the most vital economic questions of our day.

Without unduly emphasizing the value of observation, it may be said that the editor of the Chicago newspaper who refused to write an editorial against obstruction of the sidewalk by truck handlers in the wholesale district until he had gone out and walked around a block or two of obstructions, so as to get a vivid, first-hand knowledge of the evil, was following the right principle.

Importance of Reflection.—3. The third source of materials for editorial writing is reflection. A reporter must be mentally keen and resourceful, he must be able to grasp all the essentials of the story and to organize it quickly and well; but with the deeper reflection which seeks out first causes and ultimate effects and hidden meanings, he has, *as a reporter,* little to do. In the editorial writer the habit of reflection often marks the difference between pitiful dilettantism and a manifest power of understanding.

People Are an "Ingredient" of Editorials.—4. Daily conversation with all kinds of people is another main source of editorial ideas. It not only guides the writer to material that has lively interest for his readers, but it tends to keep him sane, tolerant, practical. In this regard the editor of the small paper has a considerable advantage over his city colleague. He meets

his public daily and knows what they are thinking and feeling and doing. The editor in a city, who talks only with men of his own social group, almost inevitably comes to write largely for that group. In some cases, such a narrow view of the world fits in well enough with the policy of the paper. But a paper built along such narrow lines is really more provincial than the smallest of its rural contemporaries. To get out among men—all kinds of men—is one of the editor's best rules of action. Perhaps it is because the reporter's work brings him into close relation with all sorts of people that it is somewhat regarded as a prerequisite for editorial writing. A good reporter can hardly become an *a priori* editor.

Important to Have Learned from Life.—5. Experience, the fifth main source from which an editorial writer gets his material, is, of course, the determining factor in what the editor really amounts to as a man. Through it he has evolved a philosophy of life—a group of principles of action, and a hierarchy of values—which is manifest in the tone and spirit of what he writes. An editor should be a real man. He should be humanized and socialized. Experience is the large factor in the production of such a result. One of the most common criticisms made of the editor is aimed at his assumption of inerrancy. Experience should do much to lead the editor away from this unfortunate habit of taking himself too seriously. His profession as a journalist he can not regard too highly, but this does not justify his assumption of an *ex cathedra* attitude in his writing. It is a mere truism

to say that only to the degree that he has experienced life can he hope to throw any light on the problems of life for others.

"Have something to write about," is admittedly the first rule for an editor. Indeed, some make the mistake of saying that it is the only essential.

Knowledge Is Not All.—"The only preparation needed by an editor," declares one, "is a thorough education in history, economics, sociology, science, and literature." It is fairly clear that experience does not justify such a view. Knowledge alone does not make an editor, much less knowledge derived from books alone. It cannot be too often repeated that the shortcomings of newspaper editorials to-day are not due so much to a lack of knowledge as to a lack of wisdom in the selection and treatment of subjects; lack of a definite purpose, judiciously chosen with the reader in mind; lack of skill in organization and actual writing of the editorial—in other words, lack of what might rightfully be called editorial technique.

Keeping on hand a good stock of materials for the editorial column is the first part of the editor's work, and it is also the hardest part, often tedious and time-consuming. But the second step in handling the materials is not less important: the selection of the best subjects from the mass of things that might be chosen. Doing this successfully will involve either a conscious or unconscious charting of the interests of the typical reader.

Tabulating Readers' Interests.—The successful editor of a popular magazine has explained how he

has analyzed the interests of his typical reader and has even drawn a diagram setting forth graphically all these interests. He has constant reference to this diagram while he is laying out an issue of his magazine. He sees to it that every reader-interest is appealed to in each number, or at least in the numbers covering a brief period. The readers' interests, not the editor's, determine the choice of subjects.

Selection of editorial subjects, then, can be judiciously made only by the tests of reader interests—latent, if not active, interests. If the editor should make a diagrammatic analysis of matters of chief concern to the typical reader, he would probably credit him with primary interests pertaining to his home, family, health, business, friends; and secondary interests in the direction of recreation, self culture, dress, sports, romance, science and art, unusual incidents, exceptional people. Out of the relations of the individual to such varied interests come human problems. The education of the editor involves painstaking study in this field. As one editor puts it:

"The topic presenting itself either for comment or discussion may be important or unimportant without being necessarily available or unavailable. Being an editorial writer he instinctively estimates its value as a text. If it appeals to his knowledge, his experience, or his imagination; if it awakens memories, provokes comparisons, draws upon his stored information, it matters little to him whether it is intrinsically important. It is his business as an editorial writer to give it an importance, or at least, an interest, it does not

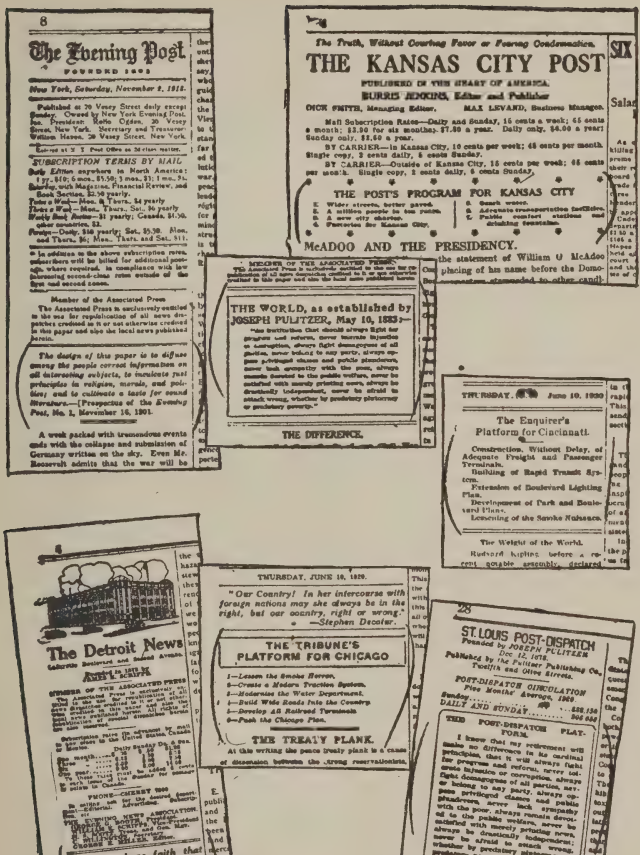
itself possess, to infuse into his subject something extracted from his own intellectual vitality."

Road Signs That Point the Way.—Wise selection of materials for editorial subjects, also requires consideration of such questions as these:

1. Is too much or too little emphasis being placed on subjects of merely local interest, state interest, national, world? Doubtless the proper proportion to be maintained in each realm varies from day to day. At critical periods in the World War all editorials for days at a stretch dealt only with the one subject in the public mind. Similarly, a crisis in local affairs may cause a swing in that direction. But under normal conditions, the editor has opportunity to see that no important field is neglected.

2. Is the element of timeliness strong enough in the editorial page? Happily this part of the newspaper has enjoyed a degree of emancipation from the ruinous dominance of Speed. It is not likely that any newspaper ever boasted of having scored an editorial "beat" on its competitors. It is to be hoped that it may become more and more the distinguishing merit of the editorial page that it delays comment until comment can be informed by sound and deliberate judgment. Nevertheless it would be a foolish editor who would undervalue timeliness.

3. Is there variety enough of editorial subjects to satisfy a wide diversity of tastes? Is the apportionment of space among them judicious? Is there a successful balancing of information, interpretation, argument, persuasion, and entertainment? Or at least, is


8
The Evening Post
FOUNDED 1802
New York, Saturday, November 8, 1913.
SUBSCRIPTION TERMS BY MAIL
THE KANSAS CITY POST
PUBLISHED IN THE HEART OF AMERICA.
BURRIS JENKINS, Editor and Publisher
DICK SMITH, Managing Editor. MAX LEVAND, Business Manager.
THE POST'S PROGRAM FOR KANSAS CITY
McADOO AND THE PRESIDENCY.
THE WORLD, as established by JOSEPH PULITZER, May 10, 1883:—
THE DIFFERENCE.
THURSDAY, JUNE 10, 1920.
"Our Country! In her intercourse with foreign nations may she always be in the right, but our country, right or wrong." —Stephen Decatur.
THE TRIBUNE'S PLATFORM FOR CHICAGO
THE TREATY PLANK.
The Detroit News
ST. LOUIS POST-DISPATCH
LETTERS FROM THE PEOPLE

SOME NEWSPAPERS HAVE "PLATFORMS" IN THEIR "FLAGS."

the absence of any such balance justified by a good reason?

4. Are the paper's policies being clearly defined from day to day? Some papers think it a good plan to print at the head of the editorial column a list of the principal objects for which the paper is striving. This plan seems of doubtful expediency because there is danger that it will seem to the reader as though the paper is supporting its projects because they are its projects—for the sake of winning rather than for the sake of the common good. Without any such explicit declaration of principles the paper may yet have its policies clearly understood as well as the reasons for changes in policy which, it is to be hoped, the paper will be honest enough to make, as occasion is sure to demand.

5. Is there a proper correlation with the paper's own news columns and, possibly, also with the columns of contributed opinion?

6. Is the discussion of an important topic kept going from day to day when advisable, but not beyond the limit of interest? This lends to the page a quality of steadiness and consistency. Seldom is any editorial to be considered as an independent unit but as having relation to something that was printed before and to something that will be printed afterwards. Events are not isolated, but are arranged in series bound together by causal or other relations. Editorial opinions on events need to have, from day to day, a manifest continuity.

7. Are there elements of humor, sentiment, beau-

ty, ethical truth? Osman C. Hooper, of the Columbus (Ohio) *Dispatch,* relates how, before the human interest editorial became common, an Ohio editor was so unconventional, in one issue of his paper, as to publish a description of a gorgeous sunset.

"That editorial was printed in the Ohio *Statesman,* May 11, 1853. It created a sensation. It was a gem shining out of the mud and commonplace of politics. But the Ohio State *Journal* republished it with annotations intended to ridicule it. A Circleville editor wrote a parody of it, which he called 'A Great Old Henset.' Other papers took it up and a wave of derisive laughter swept the state. It was a lead that too few editors could follow, and none of them had the vision of universal service; they were all writing about politics and politicians and they did not mean to be pulled out of the rut. Somebody dubbed Mr. Cox 'Sunset,' and the sobriquet became so much of a fixture that, no doubt, a great many people to this day think that his initials, 'S. S.' stand for 'Sunset.' There is reason to be thankful that conditions like that do not now exist."

8. Is the tone of the page sufficiently virile? Is it optimistic? Is it wholly in good taste?

These are some of the guiding principles in the choice of materials. When the editor has found where his materials are to be found, how to collect them, and how to choose judiciously, he has traveled a long way toward successful writing.

The Scope of Editorials.—It is interesting and enlightening, though not particularly helpful in a prac-

tical way, to make an examination of editorial pages to discover the sources of the materials used.

The superficial type contains nothing but what has been gleaned from the run of the news or the talk of the streets or clubs. Hardly anything in it is beyond the abilities of a high school senior. It may be pointed and clever, but it is uniformly shallow. The editor is obviously opposed to deep-shaft mining.

The deeper or more solid type is distinguished from the superficial by the fact that some of its materials are drawn from history and from literature, from profound reflection, rich experience, broad humanized philosophy.

A similar survey as to the scope of the materials will reveal striking variations in the proportion of local subjects, state, regional, national, foreign, world, general. Such a survey made during a period in the fall of 1919, showed in several metropolitan papers the following average proportions: local, 8 per cent; state, 3; regional, 1; national, 75; foreign, 2; world, 6; general, 5. In several rural papers for the same period the average percentages were: local, 20; state, 9; regional, 1; national, 45; foreign, 1; world, 15; general, 9. In both groups of papers were found extreme cases in which only one class of subjects was treated, the most anomalous case being that of a small weekly which carried three and one-half columns—nine editorials—all on national or foreign topics.

CHAPTER V

EDITORIAL PURPOSES

Every ad writer worthy of the name, knows that it is possible to write an accurate and complete description of an article or commodity, satisfactory enough from the point of view of the thing itself, and yet almost futile so far as sales influence is concerned.

The same facts about the article presented with the reader's interest and need clearly in mind have the desired results.

An advertisement of raincoats, for example, should not be written with the purpose of doing justice to the subject of raincoats, but with the idea of arousing in the mind of a clearly visualized reader, effective, moving concepts of the value for him—service and satisfaction—in possessing a raincoat.

The Editor Does Not Write for Himself.—Possibly an artist may, properly enough, create without regard to the interests or tastes of the public. Adequate rendering of the theme, or expression of his inmost self, may be his sufficient motive; but a writer of advertising is not an artist in that sense; neither is the writer of editorials. Both must write with constant reference to their readers. Neither advertisements nor editorials have, ordinarily, an existence

longer than a day or two. Neither have any excuse for being if they are not read by people who are alive on the day of publication. Posterity does not figure in the problem.

It is safe to say that, generally speaking, advertising is more judiciously written than are editorials—less often written merely according to the tastes of the writer, or to fill space.

The only excuse for an editorial on any given subject is that there exist, in the opinion of the editor, possible readers with whom the editorial is calculated to be effective in the way desired and planned.

Merely to do justice to the subject is not the main end in view. Literary workmanship is a subordinate aim—a means to the end, merely. Self-expression as an end in itself must be regarded as a luxury which the editor should deny himself.

The effect to be produced in the mind of the typical reader furnishes the editorial writer's controlling motive.

The Reader is the Editor's Jury.—The editor who has not discovered his reader is in a position as absurd as that of an orator oblivious of his audience or a statesman indifferent to his constituents. John J. Flinn, an editor of the *Christian Science Monitor,* says of the editorial writer, "He is just as much on the platform as the lecturer while earnestly engaged upon his task, and just as intimately responsive to the pervading sentiment of his audience. It is not invading the field of psychology or trespassing upon the domain of metaphysics to say that the writer, whether

poet, dramatist, novelist, or journalist, whose heart is in his work, whose thought is concentrated upon his art, is never for a moment separated from the multitude he is addressing." And another writer, not an editor, says, "When I am working on a housekeeping article I keep the face of one of the best housekeepers I know constantly before me, and her clear gaze seems to put the 'Is it practical?' test to everything I say. My audience for anything on the religious order consists of a clever, wide-awake preacher. My farmer brother keeps me from over much theorizing or sentimentalizing when I write of things truly rural."

Not to Be Subservient.—This does not mean, of course, that the editor must be subservient to his public. He seeks to know the mind and attitude of readers not in order to conform his opinions to theirs, but in order to understand how to achieve the greatest possible success in impressing his ideas upon them. To be sure there will not always be antagonism of ideas. The editor may often find it his sole function to utter thoughts that are in the minds of all his readers. This, however, is an instance of agreement, not subserviency. Or, as Arthur Brisbane puts it, with his usual concreteness:

"Nobody wants to know what you think. People want to know what they think. If I see a baby crying and go to tell him what I think of it, that baby won't listen to me, but if I can find the pin that's sticking in him, I'm the man for that baby. If you can find the pin that's sticking into the public, then you are the man for that

baby. If you are very nice about it, he may afterwards let you tell him a little of what you think."

The paper which is undertaking the campaign for a memorial to be erected by the citizens of the community in honor of those who served in the war, must use as much insight in estimating the obstacles and aids, prejudices and preferences of its readers, and must employ as much skill in maneuvering each step in the operation, as a skillful lawyer uses in planning the conduct of a difficult case and handling it before the jury.

The editorial "why" furnishes not only the safest guide in writing editorials, but also a fundamental basis for analysis and classification. The student, whether he be in college, or in the front office of a country weekly, or on the editorial staff of a metropolitan daily, will find that painstaking study of the details of editorials as they are, will have its greatest value in revealing what editorials are not, thereby making clearer the answers to his questions as to what editorials should be.

There are five main purposes that govern the editorial writer in his approach to the minds of his readers. Consideration of these may be said to constitute the psychological aspect of the editorial.

1. **The Simplest Type.**—It is the editor's business to know things that his readers do not know. He has superior means of access to information on events of the day and he should also have superior facilities for making requisition on accumulated information in

works of reference. This is comparatively easy in the case of the metropolitan newspaper which allows a staff of competent editors to devote a share of their time to becoming specialists in different lines.

In the case of the country editor it is not so easy. The demands on his time come from the print shop, from the casual visitor, from the necessities of bookkeeping, of writing advertisements, of looking after subscriptions, and attending meetings of this or that town organization or committee. Under such unfavorable conditions, it is the part of wisdom for the overworked editor to forego the editorial of information. There are other useful forms of editorial which can be written at odd moments without much preparation.

The editorial of information is, therefore, not the easiest editorial to write, although it is the simplest in form. It bears some resemblance to the news story; but is distinguishable therefrom by the absence of limitation to matters of recent occurrence. Moreover, it presents summarized information which hardly has any appropriate place in the news columns, unless it might be in a "follow story" giving the setting for some incident of the day.

If a strike breaks out, an editorial of information may summarize the incidents leading up to it—may even present a brief history of labor troubles in the locality, state or nation. If a total eclipse is soon to be observed, the editorial of information will acquaint the reader with scientific facts necessary to appreciate the event. The value of such service to the reader

should not be minimized, although little is required on his part except ability to apprehend.

This market-basket type of editorial employs only the comparatively simple rhetorical forms of description and narration.

Since it contains little or no original opinion, the informative type of editorial writing appears not so often by itself, constituting a complete editorial, as in the form of supporting paragraphs in editorials of more ambitious purposes.

Here, for example, is an editorial from the New York *Tribune* containing very little besides news:

> THE GREAT FLIGHT
>
> The great flight has been made. What Hawker failed so melodramatically to do Alcock accomplished yesterday without any melodrama. He annihilated space, for he covered his course from Newfoundland to Ireland in sixteen hours and twenty-seven minutes—at the rate of 120 miles an hour.
>
> The Atlantic is now conquered. What next? Secretary Daniels is talking about conquering the Pacific. After that the record-making aviator will weep, like Alexander, that there are no more worlds to conquer.

The following editorial from the Detroit *News* went back nine years to begin a summary of the controversies between the city of Detroit and its street railway company:

> NINETEEN YEARS OF LAW SUITS
>
> It was cold Jan. 5, 1910; it had been cold for a good many Januarys before

> that in Detroit. But this particular day the common council passed an ordinance ordering the D. U. R. to heat its cars. It seems incredible that street cars should have been run heatless in the dead of winter until then. Well, they were run heatless in the dead of winter after that, too. The D. U. R. went right on running them heatless. The city resorted to arresting and fining D. U. R. employees and then the D. U. R. took notice. Yes, it made a promise to heat the cars. Again the winter of 1912, two years after the car heating ordinance was passed, the D. U. R. was again in court because the cars weren't heated.
>
> Another year goes by; again it is the dead of winter, Jan. 13, 1913, and again the D. U. R. is in court and fined, because of heatless cars.

And so on for more than a column, bringing the whole matter down to date.

This editorial of information, interesting to educators, almost wrote itself after the editor had found the right page in the right book of reference. It is from the New York *Evening Post*:

> The celebration in England of the jubilee of Girton College offers this country an opportunity to plume itself on its earlier undertaking of the higher education of women. Girton College, established in 1869 at Hitchin, was transferred in 1873 to Cambridge, where the university threw open its examinations to the students. F. D. Maurice had as early as 1848 founded a college for women in Harley Street, London. Many of the later famous women's institutions in England—Newnham, Somerville, Lady Margaret, and Westfield—

were founded as a result of impulses originating with Girton. But here in America we shall soon be celebrating the centenary, not the half-centenary, of collegiate education for women. Oberlin threw open its doors to women in 1833. The Georgia Female College was chartered in 1836, though its standards at the time were not high. In the decade from 1850 to 1860 higher education for women began to root itself all over the country, and in 1861 Vassar was founded. Tennyson wrote of "sweet girl graduates in their golden hair" in 1847, but had he been thinking of real college girls he would have had to go to America to find them.

2. **The Prevailing Type.**—Somewhat more complex than the editorial of information, is the one written to show the hidden meaning of things—the real significance of facts or events. This may be called the editorial of interpretation. It is the test-tube type in which things are analyzed for the public.

The president makes an address, say, in which the casual reader might find nothing striking but which to the eye of the trained diplomat reveals important developments in foreign policy. The editorial of interpretation points out the hidden significance of statements appearing on the surface little more than commonplace.

A bill is passed by Congress authorizing expenditures for naval construction. Taken as an isolated fact the action may have little meaning for the ordinary reader. Placed in perspective by an editorial of interpretation, it is seen to be the first step in a radical

departure from a naval policy maintained throughout several decades.

The death of an interesting man or woman, the arrival of an anniversary date in the life of such person, or the recognition of such a person's merit, by election or appointment or otherwise, affords opportunity for an interpretive editorial of appreciation.

The act of a public official which, being interpreted, is found to be bad for the people, calls for an editorial of an interrogatory or, possibly, of a censorious character.

The editorial of criticism in the field of literature, dramatics, or art, aims to interpret values in these creative forms.

In the realm of philosophy and ethics is ample opportunity for editorials aiming at the interpretation of life, its meaning, its moral values.

This second type of editorial is more worthy of attention than the first, because it requires more thought to produce, and if it is honestly and ably written, yields more value to the reader seeking intelligent grasp of vital questions. It makes a greater demand upon the reader's abilities since it appeals to his power of comprehension rather than merely his faculty of apprehending facts. He must pay as he enters; or, perhaps better, he receives his consignment C. O. D.

The rhetorical form employed in this type of editorial is exposition.

As representing a common use of interpretation to point out the significance of an event and the reasons

for a certain line of procedure, the following is quoted from the Springfield *Republican:*

> THE FINE FLIGHT TO PLYMOUTH
>
> A jinx may now be defined as an apparatus for getting there ultimately. NC-4 has had bad luck enough to spoil several voyages, but has triumphed over all obstacles and makes its finish in fine style. This last leg, from Ferrol to Plymouth, was not strictly necessary; the naval aviators are not competing for a prize, and their demonstration that the Atlantic could be crossed was completed when one of the three naval planes starting arrived safely at the Azores. The real difficulty lay in hitting so small a mark after so long a flight; from the Azores to Portugal the distance was less, but it was of more consequence that the target was too broad to be easily missed.
>
> From Lisbon to England is a flight that in these days offers no special difficulty, and by itself it would make no special sensation. It could perfectly well be made by easy stages overland, and a seaplane could, without going out of its way, break the voyage at Brest where France projects furthest west. The NC-4 indeed passed between the mainland and an island twenty-eight miles at sea, but having no occasion to stop kept on and crossed the four hundred and seventy-five miles of the flight without interruption. This is the more satisfactory because the engine trouble which appeared on the unlucky broken flight along the Portuguese coast suggested that the motors had deteriorated. To test their durability was no doubt one of the chief reasons for continuing the flight to Plymouth, and

the lessons learned will be of value. In England the crew of the Nancy boat will be assured of a reception of the most cordial sort.

Approval and disapproval are interpretive. They point out values, or relations to accepted standards. The following from the Philadelphia *Public Ledger* is an example:

SUNDAY IN THE PARK

The attempt to put an end to Sunday games in the Park by means of an injunction has failed, as it ought to have failed. For the action of the Park Commission in permitting recreations in the people's pleasure ground created no situation that threatened or did irreparable injury to any one. In fact, it went no further than to extend to all classes of the community using the Park privileges that have been utilized by everybody, everywhere, as a matter of course. The plain remedy for the Sabbatarians, if they felt aggrieved by what goes on in the Park and if they are convinced that the law is being violated, was to have arrested the alleged offenders. This is the view taken by the Court of Common Pleas, following many precedents, and it remains for those who are discontented with this decision either to appeal or to adopt some other course. Meanwhile public opinion will cordially indorse the action of Judges Staake and Monaghan in their enlightened view of a law that belongs to another age and which has been set aside repeatedly to meet the changing opinions and conditions of a progressive community.

A half-column interpretive editorial in the Boston *Evening Transcript* commenting on the fate of Turkey after the Great War, began thus:

> THE END IS NEAR
>
> Six centuries and a half measure the whole existence, thus far, of the Ottoman Turks as a race threatening the peace of the western world. Four hundred and forty-four horsemen, all told, rode into Asia Minor, and, by turning the scale in a battle between two much larger armies there, acquired a fighting prominence which developed into the conquest of Constantinople and the menace of all Europe. * * * But to-day his reign is over, not only in Europe, whence he will be driven utterly, but in Palestine, in Mesopotamia, in Armenia. At last, after all these centuries, his foot is lifted from the necks of all Christians. * * * No armistice would have been granted the Turk unless he had thus surrendered completely. He will quit the Dardanelles and the Bosphorus. * * *

When the actors in New York went on a strike, the New York *Times* published an editorial interpreting the situation. Sentences selected from each of the several paragraphs show its character:

> CONFESS AND MAKE UP
>
> If it can be established that there are faults on both sides in the warfare between actors and managers, a long step will be taken toward theatrical peace—which, with such amiable and generous if temperamental people, must eventually mean reconciliation. And as far as

> one can gather from the published statements, errors are pretty evenly divided.
>
> * * * * *
>
> If the actors had rested their case on the claims thus stated, they must eventually have won. Their contention is directly in line with a great world movement. Unfortunately, they seem to have suffered, no less than the managers, from intemperate counsel and bad leadership.
>
> * * * * *
>
> The chance that reason will prevail seems at this hectic hour, to be not bright. On both sides well-intended advances toward an understanding have already been made and rebuffed. Old friendships are sundered; hitherto loyal clubmates have parted in bitterness. The actors have staged their strike with telling dramatic effect, and the managers have played their rôle of unrelenting parent with indomitable zeal. But all this is not necessarily fatal to eventual reconciliation.

At the end of a column length the editorial closed effectively thus:

> Both sides have already suffered grave and irreparable losses. The legal situation presents features which are at present undetermined—indeterminable. If the worst comes, it will be bad indeed. The public, too, has its rights. It was diverted for a time by the sidewalk performances; but interest in that died soon. It has need of amusement and is learning to find it elsewhere. *Verbum sap.*

An editorial interpreting life in one of its aspects began thus in the *Public Ledger* of Philadelphia:

COMPANY MANNERS

Some people have to make an obvious effort to be polite and gracious —to some it "comes natural" to be kind. Folk of the first order have one manner for the lowly folk and another for the people of importance. The second sort of human being—a sort that is universally beloved—has only to appear to make a friend. The genuineness of a benign sincerity is felt at once.

But it is not always easy in rain or shine, through thick and thin, to smile and be gentle and keep one's temper. This radiant sweetness, that wins all hearts immediately, is born of a goodness that has patiently schooled itself, and has known the thorns as well as the petals of the Maytime roses. There was practice that created the amiable habit—even as to make an exquisite sound of singing or the violin, that seems a purely spontaneous rapture, there had to be practice, and there were long, stiff sessions of technical exercises.

* * * * *

From the same paper another editorial of similar purpose may be taken to illustrate how moralizing may be enlivened by concreteness in style of presentation:

TAKING SUGGESTIONS

The man who knows it all and will not stoop to listen or be guided is what is called in the plain and homely vernacular "a natural-born fool."

* * * * *

There is none like to me! says the cub, in the pride of his earliest kill;
But the jungle is large and the cub he is small; let him think and be still.

* * * * *

Great rulers throughout the ages have been accessible to the rank and file of the people—for only by living in close contact with the popular pulse that is the reflex of the heart-throb of humanity does one remain wholly normal and human.

It was so with the great mind and heart of Lincoln. No man was readier to give audience to the humblest and to use the wit of simple folk for whatever there was in it.

* * * * *

It was not the giraffe who was recommended for our profitable observation and emulation—it was the ant.

You might learn much, if you would consult them, from the gatekeeper at a railway crossing, from the woman who brings home the washing, from the errand boy at the corner drug store, from the motorman who sends a neat child to school, from the janitor, the bootblack and the porter. If you were not selfish and proud, with your chin in your chest—if you would look up and around you—you would be gathering hints from the whole creation; from the bird building its nest, who tugs faithfully away at a bit of string, or feeding its young in patience and self-denial; from the dog lovingly obedient to its master, and the horse faithful unto death in the traces. * * *

An editorial with a similar purpose but viewing life from a different angle appeared in the Kansas City *Star:*

THE TRAGEDY OF BEING COMIC

A reputation for humor is undesirable not only because it is exceedingly diffcult to maintain, but because when once a person has established the belief that he is "funny," there are few

if any who will take him seriously, no matter how earnest he may try to become.

Many a speaker, teacher or other person having to do with fairly large groups of people has found the temptation to entertain his listeners by telling jokes or being comic in manner almost irresistible. Some have yielded, and a very few have succeeded in maintaining a reputation for humor for many years. Others have found that after a short time the old stories would not make the crowds laugh, that the audiences actually grew weary of the efforts of the entertainer to be amusing and finally came to criticize him because he was not more "substantial" in his thought and character.

But the tragedy of not being able to throw off the character of the humorist or the clown and appear as a serious minded person on a serious subject is extremely poignant. Mark Twain told of going to a large American university once and appearing before the students in chapel with a very earnest desire to talk to them on a serious subject. His manner indicated his purpose, but as he stepped to the front of the platform he was greeted with roars of laughter. Twain declared he could hardly suppress his tears because he realized completely that he could never be taken seriously.

* * * * *

But the tragedy of being comic has another phase. It is often necessary for the humorist or comedian to be amusing when he does not feel at all like it.

* * * * *

It would be interesting for those who laugh at the apparently wholehearted antics of the clown, the seemingly spontaneous humor of the writer or speaker,

> to recall that sorrow may be at work behind the mask and that the person whose business it is to lighten the burden of the world for others may himself be loaded with care and beholding life as a dismal spectacle.

Reflections on the meaning of contradictions constitute a somewhat philosophical editorial of interpretation from the Cleveland *Press:*

> Every one has observed how frequently one maxim seems to contradict another. In this fashion:
>
> Look before you leap.
> He who hesitates is lost.
>
> Two heads are better than one.
> Too many cooks spoil the broth.
>
> Out of sight, out of mind.
> Absence makes the heart grow fonder.
>
> It is never too late to mend.
> As the twig is bent, the tree is inclined.
>
> Does that mean that each maxim is false? Not at all. Each in its own time and place may be right. The whole truth is not so simple that it can be condensed into a single thought.
>
> A dog may be truly a companionable fellow to his master, truly a nuisance to the master's wife, and truly a terror to the neighbor's cat.
>
> Each person is a complicated mixture of frequent conflicting traits and tendencies. That's true of the obscure. It is equally true of those who are conspicuous. Two voters may have exactly opposite views of a political candidate and each view may be right.

Appreciation of significant lives, constituting a form of the interpretive editorial, may be illustrated by the following opening paragraph from an editorial in the Boston *Evening Transcript:*

> MRS. RUSSELL SAGE
>
> If Mrs. Hetty Green died the most remarkable maker of money ever known among American women, Mrs. Russell Sage went to her rest this morning the most remarkable giver. Nor did the contrast between the two end with this single difference, but rather was borne out as between nearly all the aspects of their two characters. Upon only one basis did they reach union, and that was in the sagacity of their minds, in the simplicity of their personal lives, and in their strength of character, as undeniable in the case of Mrs. Green as in that of Mrs. Sage.
>
> * * * * *

On the other hand may be found occasionally an editorial of bitter disapproval such as this from the *Evening Post* of New York:

> The death of "Gas" Addicks recalls a time which already seems ancient. His brazen attempt to buy one of Delaware's seats in the Senate held the attention of the country like a drama. For some years the State had only one Senator at Washington, choosing to forfeit half of her representation rather than to submit to having for one of her spokesmen an unprincipled upstart. She held to this course in the face of criticism in high places, including a hint from the White House that she was unreasonably virtuous. Unconsciously,

> Addicks was encouraging the agitation for direct election of Senators. The example of the Legislature of Delaware unable either to elect a Senator or to transact any other business, except under great difficulties, owing to the ambition of a millionaire, became one of the stock illustrations of the breaking down of the old system. While Addicks could not elect a majority of the Legislature, he could elect enough members to prevent any one else from obtaining a majority. In the end he gave up the hopeless fight and left the State of which he had been a legal rather than an actual resident, and that only for the purpose of corrupting it.

A type of interpretive editorial which goes into scrap books and which is revived and reprinted year after year, is that revealing the beauty in some aspect of nature. The following by W. E. Blackburn, in the Anthony (Kansas) *Republican* may be chosen as an example:

> OCTOBER IN KANSAS
>
> The very air is invigorant; fragrant from the harvest, spiced with wood smoke, bracing from the first frosts, scintillant with the glorious sunshine that fills the shortening autumn days with splendor and makes thin and luminous the attending shadow. "Bob White" shrills of "more wet, more wet"; his Quakerish little wife, with half-grown brood, trimly speeds across the roadway into the ripened corn, or with musical "whir-r-r-r" rises, to dive into the distant sea of undulating brown. Prairie larks trill and carol, on the rusty wire, or perched on the infrequent posts that hold the cattle from the ripened

field. Hawks fly low; frightened sparrows flutter into trees and hedge row; rabbits scurry from bare pastures to grassy covert, or sit erect and watch with distended eye, quivering nostril, and rigid ear the impending danger. The murmur of voices, the morning cock crow, the lowing of cattle are as distant music, carried softly to the ear by the voluptuous air. Corn shocks dot the field—tents of an army that stands nearby in whispering ranks. A multitude of peace and plenty; no arms; no equipment, but a haversack of golden grain on hip or shoulder. Save a weary few, they stand expectant, waiting to deliver their garnered wealth, be mustered out and with empty pockets, light hearts and fluttering banners retrace their steps via the moldering way to the place whence they came, and rest. In rusty velvet fields, big, dusky haystacks stand in herds or gather in about the barn, shouldering one another in ponderous good humor.

From the inspiration of the caressing air, the peaceful plenteous view, satisfied achievement of a summer's work, of goodly store from Nature's plenty, we look with brightened eye, bounding blood and defiant head, to the north, undaunted by the icy breath that tells of coming snow.

Interpretation forms the larger part of the matter in most editorial columns. It is not uncommon to find an editorial page containing almost nothing but exposition.

3. **The Kind Euclid Invented.**—The purpose of the third type of editorial is to convince the reader by means of argument—it is the "reason why" type. Editorials of information and interpretation serve in-

cidentally to establish opinions or convictions in the reader's mind, but the third type of editorial aims at winning the reader's agreement or belief by the direct argumentative method. This editorial has the advantage of being "open and above board," and when well written, gives a clear-cut statement of the object aimed at and a forceful presentation of the reasons therefor. Its most obvious disadvantage is that human nature does not readily permit itself to be convinced by argument—at least by argument alone.

Rarely does one find an editorial argumentative throughout, but this element in editorial writing is second in importance only to exposition.

In the following editorial from the New York *American,* the skeleton of the argument is more plainly exposed than is usual. Direct arguments; then arguments in refutation; then more direct arguments, is the general plan of organization.

REASONS WHY THE PRESIDENT SHOULD SAVE DAYLIGHT SAVING

President Wilson should return to Congress with his disapproval the Agricultural appropriation bill upon which the repeal of daylight saving was imposed as a rider. He should do this for two reasons.

One is the need of checking the habit among legislators of using appropriation bills as vehicles to carry legislation which could not withstand direct scrutiny if submitted alone.

The tendency to resort to this evasive method to advance tricky or question-

able legislation is growing. It is vicious and needs to be halted.

But the more important reason why a veto is required is because the repeal of the daylight saving experiment is not the wish of the American people and is not in their best interest.

Clearly the timing of the clock so that as much time as possible is provided for indoor workers to get out of doors during pleasant weather—in home gardens, at ball games, playing in any wholesome fashion in the open air—is to the advantage of workers.

No man can with a sober face dispute a truth so plainly self-evident.

And since it is to the advantage of workers, which means in the United States a majority of all citizens, it consequently is to the advantage of society.

The records show that daylight saving reduced accidents in ships and on public highways; lessened eye strain among those compelled to work by artificial light; gave a great impetus to amateur gardening, with its reduction in the cost of living and its happy dividend of better health; and proved a source of substantial benefit to all dwellers in cities and villages.

Secretary Frank Morrison, of the American Federation of Labor, is authority for the statement that in 1918, in Pennsylvania alone, there were 43,036 fewer industrial accidents than in 1917, and 70,772 fewer than in 1916. He attributes to daylight saving much of this greater safety in employment.

So when the American Federation of Labor by a close vote defeats an endorsement of daylight saving and instead adopts a resolution urging its repeal, we infer that the vote is not reflective of the will of the workers gen-

erally, but is instead reflective of convention politics.

We place little more confidence in the petition from the farmers urging repeal with which the Congress was deluged.

It takes one of two things to collect the signatures of thousands of farmers to a petition—either a substantial grievance grown acute or a set-up.

We have searched among farmers for signs of the existence of a substantial grievance against daylight saving and we have not found it.

In short, the positively proved benefits of daylight saving so far offset the fanciful objections that the public welfare demands a veto of the proposed repeal.

There is no substance in the movement for repeal.

It would not look different if it had been deliberately set up by gas, electric and coal trusts or by politicians hunting pretexts.

Consider the lighting angle for a moment. Ten million families saving an hour's light a night for 150 nights means 1,500,000,000 hours of light that the lighting companies of the country do not collect for. If it cost only one cent an hour, that would mean $15,000,000 that the public now saves and which the lighting companies would get back if the repeal goes through.

The yearly saving in coal by daylight saving is reckoned at 1,500,000 tons. The coal trust could well afford to join the gas trust and the electric trust in organizing a fight for the old schedule.

These estimates of savings are sustained by foreign experience. In five months England saved $12,000,000 in gas and electricity. France in a year saved $10,000,000. One summer's saving in New York City has been reckoned

at $1,500,000. Conservative figuring puts the total American direct cash saving at $40,000,000 a year, exclusive of the enhanced value in health from greater outdoor activities, and the value of garden produce made possible by extra daylight. The produce from war gardens in 1918 was valued at $525,000,000. Perhaps a third of this resulted from the extra hour of evening toil.

Congress has been stampeded in this matter and it is up to the President to recall it to reason.

This editorial from the New York *World* represents the more familiar argumentative type in which no syllogism is fully stated, but only the major or minor premise or the conclusion explicitly given, while the logical progress of the argument is suggested rather than diagrammed:

MANSLAUGHTER AS A SPORT

With one man killed instantly under his overturned machine and with two men dying under the tortures of gasoline flames on the speedway at Indianapolis on Saturday, a day's new record was made in the frightfulness of motor-car racing. For good measure in disaster, a fourth man was taken from the track with a fractured skull. For once, that large portion of an automobile-racing crowd which is drawn out by the ever-present menace of death among flying wheels had presented to its straining eyes the sights it had reason fearfully to expect.

Racing in power-driven cars has never been justified by its results, even when free from serious accident. It has brought out no points in engine con-

struction and mechanical invention that could not have been revealed in safe and ordinary tests. It has ministered not to progress in motor building and development, but to men's morbid love of being thrilled by the daring and peril of other men. There is no triumph of breeding, of natural prowess or of training in the fact that one factory-made piece of locomotive machinery can be driven faster than another. Even the courage for which drivers in a tearing competition must receive credit is of the quality rather of a spurring recklessness than of a steady, uplifting impulse.

Since motor racing began, *The World* has denied consistently its place among useful or really inspiring sports; has commented on the lack of value of its results as compared with its deadly risks. On any speedway, on any trial in speedmadness, the casualty potentiality looms large. The Indianapolis outcome may at any time be outrivaled. How much longer will it be permitted, under the abused name of sport, to multiply invitations to manslaughter?

As contributing editor for the Kansas City *Star,* Theodore Roosevelt wrote usually in argumentative vein and, in his political editorials, in a style that was spirited or even caustic. A typical editorial on a non-political subject is the following:

THE BONDHOLDERS AND THE PEOPLE

By Theodore Roosevelt

Not many years ago one of the favorite cries of those who wished to exploit for their own advantage the often

justifiable popular unrest and discontent was that "the people were oppressed in the interest of the bondholders." The more ardent souls of this type wished to repudiate the national debt to "wipe it out as with a sponge" in order to remove the "oppression." The bondholders were always held up as greedy creatures who had obtained an unfair advantage of the people as a whole.

Well, the Liberty Loan now offers the chance to make the people and the bondholders interchangeable terms. The bonds are issued in such a way that the farmer and the wage worker have exactly the same chance as the banker to purchase and hold as many as or as few as they wish. No matter how small a man's means he can get some part of a bond if he wishes. The government and the big financiers are doing all they can to make the sale as widely distributed as possible. Some bankers are serving without pay in the effort to put all the facts before the people as a whole, and so make the loan in very truth a people's loan. It rests with the people themselves to decide whether it shall be such.

The government must have the money. It is a patriotic duty to purchase the bonds. And they offer an absolutely safe investment. The money invested is invested on the best security in the world—that of the United States; of the American Nation itself. The money cannot be lost unless the United States is destroyed, and in that case we would all of us be smashed anyhow, so that it would not make any difference. The people can, if they choose, now make themselves the bondholders. If they do not so choose and if they force Wall Street to become the largest purchaser of the bonds, which must be

> bought somehow, then they will have no right in the future to grumble about the bondholders as a special class. We can now, all of us, join that class if we wish.

4. The "Highest" Type.—The fourth editorial purpose is to influence action. There is a temptation to speak of this as the highest type of editorial, since apprehension of facts, understanding of their significance, and belief in the proposition laid down, are often of little value to the individual or society unless they result in action. But it is difficult to arrive at values in this realm. It seems clear, however, that the editor who, through appeal to the feelings and the will of his readers, produces results in action, is performing a more significant social function than the one who merely imparts information or builds opinion.

The form of writing employed for the "evangelistic" editorial is persuasion. It involves such emotional appeals, and appeals to the instincts, as seem likely to be effective, running all the way from subtle suggestion to frank exhortation. If the appeal is based on moral grounds it is nevertheless framed so as to transcend, if necessary, the moral limitations of that convenient composite, the average reader.

The superior effectiveness of diplomacy was thus analyzed by Abraham Lincoln: "When the conduct of men is designed to be influenced, *persuasion,* kind, unassuming persuasion, should ever be adopted. It is an old and true maxim that 'a drop of honey catches more flies than a gallon of gall.' So with men. If you would win a man to your cause, first convince him

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THE POST-DISPATCH PLATFORM

I believe that my newspaper will make no difference in its political principles, that it will always fight for progress and reform, forever tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remember that its chief duty is to serve, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty.

JOSEPH PULITZER.

April 10, 1907.

LETTERS FROM THE PEOPLE.

Farming and the Trades.

To the Editor of the Post-Dispatch:
In your editorial entitled "Brickmasons and Farmers," last evening you take $11,000,000,000 of farm products and divide by 7,000,000 farmers and get the income of $1,571. Then $13,000,000,000 is the size of farm products on the market, and the farmer deducts transportation, commission charges and he have not income of farmer.

You are led to believe the farmer gets $2,143 for his wheat, while Government reports, transportation, etc., reduce it down to $1.64 average price on 500 bushels.

You forget the farmers' wives and children. Every few farmers are bachelors and you took it for granted all farms are one-man farms. Where are your farm hands? And this to the 7,000,000 farmers you mention and that will raise your number quite a bit.

In connection with bricklayers or carpenter's wife and children. Where is overtime like the farmers' wife. The tradesman's children never work with him only for wages. The farm children are discriminated against on the child labor law, which makes an exception of agricultural pursuits. Consider what the tradesman draws for everyone. Hardly a day passes a farmer doesn't put in over eight hours. Then consider the farmer's investment of time spent learning the farmer's occupation. Any graduate of a recognized school of agriculture in the United States has spent as much time and money (perhaps more) than a doctor or lawyer. He who learns by experience pays much more.

Count interest on total investment, of wages for farmers' wives and children and farm hands, considerable losses, and considerable gains, and I have no doubt this true total value of farm products and Senator Capper's statement will cut down wrong enough.

A. HAYSBED.

Eureka, Mo.

Average Profit, $2.42.

To the Editor of the Post-Dispatch:
In your issue of March 24 you published a letter from one of your readers

MR. DAVIS ON WAR WASTES.

Dwight W. Davis outlined an excellent platform in an excellent address at Cape Girardeau in furtherance of his candidacy for United States Senator.

He declared for free speech and against autocratic practices in government perpetuated from the war period. He is for a budget system for the repeal of such unscientific revenue-raising as the excess profits tax, for equal rights for women, generous treatment for ex-service men, fair instrumentalities for adjusting labor controversies, against the saloon, but also against the principles underlying the eighteenth amendment" and the Volstead act.

However, certain severe criticisms of war policy deserved the speech of some of the force it might otherwise have had. Undoubtedly war extravagance merits criticism, but does it merit the kind of criticism Mr. Davis embodied in his remarks?

Mr. Davis spoke of a billion dollars being spent for shells and the failure of more than 1700 shells to arrive in time for use in Flanders. Also he spoke of another billion spent on airplanes, with the result that only 221 observation planes and no fighting planes arrived in France in time for use. He said we expended $1,200,000,000 for artillery, and only 152 American-made guns reached the front.

But if the war had continued longer, would not these expenditures have given results of great value? Criticism, not of the appropriating power but of those who exercised its mandates for meeting too deliberately, may be justified in some cases, but it must be remembered that a common pool was made of needs called resources. All could not have gone on drawing from that pool indefinitely. Had the war lasted another six months, the preparations we made at vast expense would have availed mightily for its replenishment. Had it lasted for its replenishment would have been admirable material, not inferior, hastily-made stuff.

Would Mr. Davis, in ignorance of when the war would end, have dared to do differently, had he been invested with the responsibility for our policy? Is he fair now in his criticism?

There is enough war waste to denounce without denouncing waste which was rendered waste because of the unexpected close of the fighting. Did not the close make aberrations savings possible, compared with the scope of a program which envelopes activities which have been necessary had peace not come? Would Mr. Davis have had the war go on merely to use up the costly munitions whose manufacture he had authorized?

LOWDEN TO SCRAM.

Gov. Lowden denies the charge made by Senator Borah that the Lowden campaign management, like that of Gen. Wood, was "trying to control the Republican convention by the use of money." In proof he offers to submit to Senator Borah personally, or to any committee the Senator may designate, a complete and detailed statement of his campaign finances, the expenditures, the contributions, and the names of the contributors with their several amounts. The Lowden offer, however, is conditioned on the other candidates making similar returns.

This condition, it seems to us, is unfortunate and unnecessary. It is unfortunate in that it serves to delay information which, because of the Borah arrangement, should be hurriedly produced. It is unnecessary because, by submitting this audit of his own campaign, regardless of what others might do, Mr. Lowden would compel his contestants to do the same thing or suffer seriously in public esteem.

The Illinois Governor's response to the Borah challenge should have been unconditional.

LAWLESS AND LAWFUL WAR.

Chief Justice Taft, in his address before the American Bar Association, declared that the United States Supreme Court has no jurisdiction to review the decisions of military courts-martial. Nevertheless, he said, the court has the power to determine whether a military court has acted within the scope of its jurisdiction, and whether the punishment imposed is cruel and unusual.

Chief Justice Taft's statement of the law is unquestionably correct. But it is not clear that the Supreme Court has the power to review the decisions of military courts-martial in time of war. Such courts are established by the President as commander-in-chief of the army and navy, and their jurisdiction is derived from the war powers of the President. Whether the Supreme Court has the power to review the decisions of courts-martial established by the President in time of war is a question which has never been decided

that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if indeed that cause really be a just one. On the contrary, assume to dictate to his judgment, or to command his action, or to mark him as one to be shunned and despised, and he will retreat within himself, close all the avenues to his head and heart; and though you throw with more than Herculean force and precision, you will be no more able to pierce him than to penetrate the hard shell of a tortoise with a rye straw. Such is man, and so must he be understood by those who would lead him, even in his own best interests."

With persuasive writing and persuasive pictures, the successful maker of advertisements has much to do. An editorial writer might do much worse with some of his time than to devote it to seeking out the methods by which the advertiser enlists in his service fear, worry, ambition, love, sympathy, altruism, pride, envy, jealousy; the instincts of self-adornment, emulation, hunting, constructiveness, thrift, exercise of mental powers; and an endless list of other effective concepts. Blessed is the writer who despises not psychology.

Almost never does one find a long editorial of this type. Even a short editorial of persuasion is useless unless the reader already understands the matter under consideration, and is in agreement with the editor's view. Persuasion must rest on information, understanding, and belief. In practice, the persuasive ele-

ment is interwoven with exposition and argument which prepare the reader for an active response.

In the editorial page of what might be called the "intellectual" type, persuasion is a small factor; but it forms the most characteristic trait of what is frequently called the dynamic newspaper.

David Gibson, founder of the Gibson magazines, in discussing persuasive editorial writing, advances the following theory of effectiveness:

Never undertake to bring any change of thought or induce any action by appeal to feelings, sympathy or morals for the sake of morals.

Make an appeal to self-interest.

Present the argument that a changed thought or action will make more profit, bring about a better state of health, increase length of life, or bring more pleasure and enjoyment.

It is more important that we should think than feel.

If we think right on all matters we will feel right.

For instance, in an argument against poverty and slums: do not picture the conditions of the people of that state, or give any figures as to the number of arrests or deaths.

Go at it from the other way around: Take it up from its business side, that poverty and slums are unprofitable, that they are not only a menace to the health and life of better parts of a community, but poor people have no money to buy anything, that if their living surroundings were better they would do more and better work, have more, buy more and add to the prosperity of the community generally by a higher standard of living and its accruing purchasing power.

Or, say, in making an argument against short weight in stores:

Do not picture the thinly clad, work-worn woman with thirteen underfed, fatherless children and the visible hand of short weight reaching into her market basket and taking the food that would otherwise go into the mouths of her hungry children.

Go at this from another angle—make a flank attack on the offender direct without pointing to the merchants of any particular class or locality.

Point out that short weights do not pay either a large or small business, that while all customers do not weigh the goods they receive, yet one who does will spread the fact of offense to other customers in the neighborhood, bringing untold ill-will and loss of trade to a merchant.

People act best, more quickly and permanently in self-interest.

They soon forget the others' interest unless they see clearly that their own interest is involved.

People have a way of coming to shortly after an emotional treatment.

There is much sound doctrine here, though the deprecation of direct appeals to the feelings is not convincing since the days of the war drives. Moreover, self-interest is powerful largely because its roots lie in the deepest human instincts.

When Sympathy Is Quickened.—An editor learns that a fashionable gun club is using live pigeons for targets, and that scores of wounded birds crawl away into the grass or hedges to die. Evidently this is a subject for editorial handling that requires no argument and no exposition, but only a few sentences of

description followed by persuasion towards such action as the editor thinks desirable. This will be true of most editorials with humanitarian motives.

Likewise an editorial of almost pure persuasion may be written around questions of public safety, such, for example, as a liberty loan; but the element of information, interpretation, and argument is likely to be large.

When persuasion is used in an editorial, it is almost always in an editorial dealing with some local matter, because it is only in such matters that a newspaper is likely to attempt results directly through action by its readers. Appeals for support of charitable enterprises or for subscriptions towards a public improvement are familiar enough. The following from the Kansas City *Star* is a conservative example of this type:

IMPROVE SWOPE PARK!

The bond issue for Swope Park contemplated by the Park Board ought to be considered, not as an expense, but as a necessary investment. Kansas City must supply artificially the outdoor recreation facilities that are furnished by nature to cities near large bodies of water or near the mountains. Otherwise it will be under a handicap in competing with these cities.

The big amusement need for Kansas City is the opportunity for water sports —for bathing and boating. This need has been met in a trifling way by the public baths and the Swope Park Lagoon. But there is need for a large and accessible lake in the park, and for the improvement of the Blue from the park to its mouth.

> Any one who has seen the enormous crowds that patronize the bathing beaches about Boston, New York, Cleveland, Chicago, will appreciate the unrealized possibilities in Kansas City. Why, with adequate facilities for water sports, people would forget that it ever is hot in Kansas City, and would look on it as a privilege to spend the summer here.
>
> But this result can never be brought about without a bond issue. Kansas City is amply able to afford the investment. It would pay big returns in comfort and happiness and contentment. It ought to be made big enough to cover the improvements necessary for several years ahead.
>
> Let's get the enjoyment out of Swope Park and the Blue now, in the immediate present. Posterity can take care of itself. Let's look after the present generation!

Persuasion in an editorial comes naturally towards the close, but is equally effective at the beginning if no need exists for preparing the reader to receive it hospitably. In the first and last paragraphs of this editorial from the New York *World,* persuasion is about equally strong:

> GREEN MOTORMAN'S DAY PAST
>
> One result of the accident on the Brooklyn Rapid Transit Friday evening should be the passage by the Board of Aldermen of an ordinance to make it mandatory on traction companies in this city to place only experienced motormen in charge of subway and elevated trains. * * *
>
> Let us not only make laws to give the fullest protection to the traveling

public, but let us see that they are enforced. And when officials show such an utter disregard of human life as they did last Friday in Brooklyn let us be in a position to do something about it that will count, except talk.

The spirited tone of this editorial from the Philadelphia *Public Ledger* is persuasive, though the concrete suggestion is left for the last sentence:

THE GROTESQUE BOTTLE WASTAGE

For years the streets of the residence sections of the city have been strewn with broken bottles, and neither the milk companies nor the police nor any of the various organizations that are supposedly at work teaching home economies and high civic ideals have put a check on the wastage, which is beyond all reason. That the wastage is the greater in the poorer parts of the city any one familiar with the life in small streets well knows. And that the continuing destruction of what is not a cheap product, but, in a sense, is a luxurious adjunct to modern methods of milk delivery, goes on is only another example of that extreme extravagance that makes the cost of certain food supplies steadily rise even where other factors do not come into play. When it is also noted that many of those who do nothing to prevent the breaking of these bottles by the children are in many cases recent arrivals, who if they were served with milk in glass bottles in their native villages in the East of Europe would think that the age of miracles was at hand, simply adds another element in incredibly blind carelessness to the waste that calls

> for a radical remedy. For the destruction of the bottles is not only an element in the cost of milk, but it adds materially to the menace to life and limb and to the dangers to motor-cars that the glass-littered streets afford and is absolutely uneconomic and without excuse. So why should not the automobile folk, the Civic Club, the police, the Street Cleaning Department and above all the milk dealers combine to stop so stupid a practice? A few arrests of bottle breakers and of householders whose sidewalks and pavements are a layer of broken glass would bring the wasters to their senses.

5. **The General Type.**—We have now separated, for the purpose of analysis, editorials having to do with apprehension, comprehension, belief, and volition on the part of the reader. The fifth editorial type has for its purpose to entertain. To be sure any type of the editorial must be entertaining, that is, it must be interesting; but this last forsakes almost entirely the serious tone of the preceding four types. It is written to please the reader's taste for wit and humor. It is nothing more than an essay with cleverness for its predominant characteristic. It is essentially a form of the interpretive or expositional editorial, with a characteristic purpose entitling it to separate consideration. More than any other type, it depends for its success on style in writing.

Editorials written solely for the purpose of entertaining the reader are found not infrequently in almost all newspapers, but the entertainment element is also frequently found supplementing more serious

editorial matter, for example, it is useful as a mode of enlivening statistical information otherwise dry.

The motive for the editorial of entertainment is almost purely literary, and the opinion is sometimes expressed that such essays do not belong in the editorial column. It must be remembered, however, that there is no written nor unwritten law as to what belongs in editorial columns. Only editors are the judges of this matter and while the editorial of entertainment is nowhere used so extensively as formerly in the columns of the New York *Sun,* it is still a well established type and its disappearance would impoverish editorial pages.

Representing the "old" *Sun,* the following openings are selected from two editorials typical of the collection of two hundred or more appearing in book form as "Casual Essays of the *Sun*":

COLLEGE YELLS

The Topeka *Capital* insists that "Eastern colleges are conventional, monotonous, and solemn, as becomes that staid and somnolent section," and it lauds "the variety and ginger" of the Western college yells. It gives the place of honor among these to the "yell" of the University of Kansas:

"ROCK CHALK!
JAYHAWK!
K. U!"

Our Grasshopper contemporary regards this as "a model historically, geologically, and euphoniously." Well, it is a short and explosive cry, and may

be supposed to answer the great and wise purposes of a college "yell," to set off the superiority of the lungs of the yellers and to strike terror and amazement into the ears of the hearers. As Indians become rarer, the undergraduate warwhoop grows more interesting as a sort of survival; and properly trained parents will take their children to hear it. They are queer bits of patter and howl, many of the college "yells," and a visitor from Corea, for instance, would probably wonder among what wild tribes he had fallen if he went to a football game. "Savages fighting on the ground; and men yelling unintelligently from the benches," might be his mistaken description.

CURIOSITIES OF AMERICAN SPEECH

Is a pancake fried or baked, or simply cooked? Is it after all really a pancake and not rather a griddle cake, a flannel cake, a buckwheat or a flapjack? What is a doughnut? When you tear your trousers on a sharp point is the first word you instinctively apply to the rectangular rent, trappatch, barndoor, or weekwary, as says the New Englander, or is it winklehawk or nicklehawk, as New Yorkers say? What do you mean by dingbats? How widespread is the use of the shinny?

An idea of the variety in the *Sun's* menu may be formed by reading the chapter headings under which the essays are grouped:

THE GOOD OLD TIMES.
INFLUENCE OF PIE AND OTHER EATABLES ON CIVILIZATION.
FAMOUS MEN AND INSTITUTIONS.

OLD AGE, YOUTH AND CHILDHOOD.
POETS, OLD AND NEW, IN VERSE AND PROSE.
LOVERS, SWEETHEARTS AND OTHERS.
MERE MAN, HIS WIFE AND HIS MOTHER-IN-LAW.
QUESTIONS OF PROPRIETY AND SUCCESS IN LIFE.
THE CUP THAT CHEERS.
DISCOURSES ON NATURAL HISTORY.
NAMES.

Fashions furnish subjects attractive to editors, as witness this from the New York *Tribune:*

BLUE GODDESSES

Like the bluebirds of autumn, first one alone, then a pair, then flocks, the new frocks have fluttered forth upon Fifth Avenue. Did the dressmakers of Paris feel that a uniform must somehow be achieved for women? Or did they simply become weary of styles, as they so long had been, and resolve that something, anything, must be done? We can leave it to the interpreters of fashion to debate; the thing is here.

The unobservant masculine eye might be puzzled by these new apparitions—so absolutely like all that has gone before, so absolutely different. The dark blue flapper frock is no new thought in itself. But these casements, long and sheath-like of skirt and very high and chaste of collar—it surely took true imagination and ingenuity to make in the name of war economy a style so peculiar and inevitable and expensive.

Somber has been one criticism of these dark blue draperies. But this all depends on whether you view the frock as a thing alone or as a companion piece for an olive drab uniform deco-

> rated with shoulder bars and service stripes. There is the secret of the blue goddess's success. She is not meant to fly alone. She is but a background, silent, reserved, dignified, but oh, so neat, so attentive, so proud, so extravagantly economical! What hero could wish for more!

This general type of editorial is not, of course, always humorous throughout. Here is one with a touch of pathos, written by William Allen White of the Emporia *Gazette:*

> Bill Colyar brought us in our annual pawpaw to-day, and we have tucked it away where it will do us the most good. We know not how it may affect others, but we have managed one way or another to eat at least a pawpaw a year for the past fifty years. And we have noticed this: Every year that we have eaten a pawpaw we have lived until the following summer. It may not work that way with every one; but certainly the pawpaws have kept us alive from year to year. It is a great fruit, the pawpaw; a kind of atavistic throw-back to a custard pie on its mother's side and a bullhead catfish on its father's side, carrying the aroma and consistency of the one and the bones and sins of the father.
>
> But it is the saddest fruit in the world, too. It recalls woods and fields that are streets now, times that are gone now, days that are memories, and boys who are dead!

May Use One or All.—Briefly to illustrate the five types of editorial writing, from the point of view of a single subject, suppose that an editor contem-

plated handling the matter of milk inspection. He might write a very informative editorial, giving the scientific facts about milk contamination and inspection. Such an editorial might be useful as one step in a campaign for sanitation. Or he might write an editorial of interpretation which would set forth the probable effects of the proposed program on the health of the community, the price of milk, the dairying industry, and the state-wide movement for better living conditions. Or he might write an argumentative editorial devoted entirely to proving by facts and figures that inspection would be a good thing for the dairymen as well as for the children. Or he might write a persuasive editorial calculated to point the way to action on the part of his readers which would result in enforcement of the ordinance covering milk inspection. Or he might write a humorous editorial exaggerating, more or less, the dramatic episodes in the life of the milk inspector or perhaps a pseudo-regretful contrast between the genuine natural milk that father used to let us drink out of the pail, with a few honest hairs in it, and the modern dairy product, with the correct number of microbes and carefully counted atoms of butter fat, but no romance.

It might be that, in practice, no editor would be likely to write according to a single type alone,—unless it might be the fifth type,—but the fact remains that such analysis as we have attempted helps to acquaint the writer with the possibilities of his craft. The important thing is that before he goes to work he shall have a clearly defined purpose, though his pur-

pose may call for a mixture of all the types of editorial writing that can be isolated by analysis.

Certainly the beginner in editorial writing will find it helpful to employ such methods of analysis and classification as the one offered here.

One editor of note has described editorial purposes as: (1) to praise, (2) to blame, (3) to criticize, (4) to create dissatisfaction. These seem to refer principally to the content of the editorial. Editorial purposes are described in final terms only when they refer to the effect sought on the reader's mind. The ultimate purpose of an editorial does not have to do with its content, but with its effect on the composite reader or readers collectively. Praise, or blame, or criticism may be used to inform, to interpret, to convince, to influence, or even to entertain.

But if any one finds it helpful to classify editorials superficially as to content, he should be encouraged to do so. The important thing is that the person who is to devote the whole or a part of his life to editorial writing should make it a subject of serious study, endeavoring to get a view of it in what may be called its scientific aspects.

CHAPTER VI

BUILDING THE EDITORIAL

The limitless variety of forms for the editorial is in striking contrast with the comparatively simple organization of the news story. While the structure of the news story affords considerable opportunity for "skilled labor," the form regularly used is almost stereotyped. The principle governing the architecture of a news story is that the first consideration is a quick delivery of the essential facts, economizing the time of the reading public, followed by such elaboration as may be desired by any considerable proportion of readers. Governing the whole proceeding is the law of reader interest, active or latent.

The organization of an editorial is influenced by no such demands for rapidity, and the "gist of the story" seldom appears in the opening paragraph. The law of reader interest governs, as in the news story; but the editorial writer has far more freedom of action in winning attention. The news writer is limited to the facts of the story; the editorial writer is limited by nothing but the bounds of his information and the reach of his ingenuity.

This latitude for the play of skill goes far to com-

In Mourning for President Lincoln.

pensate the editor for his handicap in competition with the reporter whose offerings to the public are of greater intrinsic interest than anything else in the paper.

The Principal Factors.—Three main factors are to be borne in mind when building an editorial: The materials, the public, the policies of the paper.

However quickly the skilled editor may perform the task of organization, the process involves several well defined steps. The fact that an editorial writer may successfully organize his materials, even as he writes, should not obscure the nature of the process. It should be said in this connection that the inexperienced writer who does not have his work carefully blocked out before he begins writing is courting disaster. To say that much editorial writing is done in slipshod manner is but to state one of the principal reasons for its lack of effectiveness. Nothing but the mere details of organization may safely be attended to as one writes.

A Lesson from Salesmanship.—Until thoughtful students of salesmanship—psychologists, whether or not they call themselves such—analyzed the sales operation into its several parts, there was no such thing as an intelligent or scientific method of developing sales ability. Since this analysis has been accomplished, education in salesmanship for the inexperienced, and intelligent self-improvement of methods by the veteran salesman, have been made possible. In a similar manner, separation of the steps by which any piece of successful writing is produced—excepting, of

course, those inspired works for the creation of which genius is supposed to assume control of the human agent—enables a writer to work constantly towards a chosen end, to avoid the irrelevant, to be sure that he is doing his utmost to carry the reader with him. This subjecting of the editorial building process to analysis is comparable to the slowing down of action accomplished in those moving picture films which present deliberately to the beholder every detail of such rapid movements as pole vaulting or throwing a ball.

Looking Over the Pile.—Organization may be said to begin at the point where the editor, having gathered his materials on any given subject, by means of reading or observation or reflection or conversation or experience, sees them, as it were, dumped in a pile before him. He will, of course, have had from the first a tentative idea of the form of the editorial, and will have been guided, in his quest of materials, by that idea; but the main task of organization is yet to be performed. The first step calls for the separation of the conglomerate mass of facts, opinions, arguments, appeals, examples, into separate piles according to their relationships. Whether or not a writer is assisted by the visualizing method of making notes on paper, the process will be the same.

Assume There Will Be a Reader.—Having thus classified his materials, the judicious editor considers carefully his reading public in relation to the subject he is handling:

1. What is the present information of the public on the subject to be presented?

2. Is there an awakened interest in the matter, or must latent interest be aroused?

3. What about the typical reader's receptivity—his prejudice for or against?

4. Is it necessary to write primarily for the "thinking public," or for those having lower intellectual interests?

5. Is it a problem of telling the public something that it wants to know, or something that it *needs* to know?

"Inside" Considerations.—Having reached a decision on such matters as these, the editorial writer turns his attention to the third main consideration, the policies of the paper:

1. Does the subject have close relation to one of those things which the paper has adopted as its special concern?

2. Is it a matter which, from the standpoint of policy, requires no emphasis?

3. Is it likely to initiate a long-time campaign for some object involved?

4. Does it contribute to the advancement of some movement—political, social or economic—which, on the whole, the paper regards as beneficial?

Following the decision of such general questions as these, comes consideration of specific plans for arrangement of the materials.

A Prime Question of Detail.—First comes the choosing of the idea for the opening sentence or paragraph which shall be one hundred per cent effective—in other words, getting the right "slant" on the ques-

tion; approaching it from the best point of view. This is merely a problem in salesmanship. The editor is the salesman and it is his business to present his goods in such a way as to win attention and interest—a fair chance for making a "sale." All the skill of the trained diplomat is called for at this point. It is true that an editorial does not "need a porch"; but an attractive doorstep and entrance are quite essential.

In discussing these questions as to approaching the subject, a veteran Boston editor says: "No two writers will ever approach or handle the same subject from the same angle or in the same way. Their points of view are not the same; the impressions they draw are different; their conclusions may be as far apart as the antipodes. Of course, there are some general lines that all will follow. There is adherence, for example, to established policy. There are unwritten but plainly discernible laws, called office usage, which all alike observe. The editorial writer should know, and with a considerable degree of nicety, for instance, just what his latitude is in the treatment of his subjects. He ought to have the "feel" of his office. He must realize that he is not talking for himself, but for his newspaper and for all that it represents; he should realize as he writes that others must bear the larger share of the responsibility for what he says and for his manner of saying it; he must take into his consciousness the fact that thousands everywhere will accept the views to which he gives expression as those of one having authority."

Disarming Antagonism.—The main difficulty

may be to find an idea which can be relied upon to disarm antagonism known to exist, so as to secure an open-minded hearing.

In one office, the way to go about it is described thus:

Expression can be tempered, softened in a way as to state almost any honest conclusion.

Benjamin Franklin handled these situations by saying: "An old man once told me."

In this way he presented the idea without the responsibility of direct statement and softened it with the element of age.

On the treatment of subjects where the readers are known to hold another view it is well to state frankly that there is another view, about as follows:

"Obviously, there are two sides to this question, and this is only one side."

Many people deprecate drastic action aimed at breaking down methods of doing things which are well established, but not abreast of the times. In the following editorial, the Kansas City *Journal* leads off with a statement that everybody must assent to. After that, it is comparatively easy to get the reader to accept the application of the same principle to the case in hand.

LAW AND DIRTY DAIRIES

What an unthinkable absurdity it would be for a policeman to stand idly by while a highwayman beat up an inoffensive citizen, on the theory that the law did not seek to "punish" the

highwayman and would give him an hour or so to stop his brutal assault? Yet that hypothetical absurdity is scarcely less ridiculous than the present theory of the law enforcing agencies that those who plainly break the laws are entitled to a period of reformation without penalties and must not be "punished" for wrong-doing, if they merely promise to behave at some future date. Here is a concrete illustration of the Kansas City idea of how laws should be enforced:

Two city dairymen were cited two weeks ago to appear before the hospital and health board to answer to the charge of maintaining insanitary dairy premises. Instead of meeting with prompt and salutary punishment for thus endangering public health, these offenders were given an indefinite number of days to "reform."

Or the subject may be so old and so familiar that the chief task in opening the editorial is to find some way of putting it in a fresh light.

The people of Cleveland were doubtless so familiar with the need of street signs as to be immune to any discussion of the subject that did not approach it from an unusual angle. The *Press* handled it thus:

STREET NAMES

A good many American cities invariably arrive at that point in their careers where they acquire the self-conceit that they are so big, so metropolitan, so well known that when some person from the Rest of the World comes along he just naturally can't help knowing where Main Street is and where

Whoozies Avenue intersects and where Umteenth Street branches off.

Ninety-nine times out of a hundred the stranger doesn't know. He's there on business. Or perhaps he's a motorist, there on pleasure. Anyway he wants to know how to find his way about.

He pauses at the corner and cusses. He has to appeal to a policeman or a bystander—because he can't find any street signs.

Apparently street signs have gone out of fashion in most American cities. Mostly they do not exist.

Returned soldiers will tell you the labyrinth of streets in Paris is worse than Boston. But he will also tell you that every corner in Paris has its full quota of street signs. It's strange—but in Europe, supposed to be less progressive than America, most cities are well equipped in this respect.

A stranger goes away with a glow of pride and a pat on the back for himself and tells the folks back home that he had no trouble at all finding his way around. It's an automatic boost for the city.

Then comes the question: will the best results be likely to follow a direct, positive, open, smashing approach or an indirect, interrogative or human-interest manner of opening?

This opening paragraph of an editorial from the Chicago *Tribune* states forcefully the paper's attitude:

THE COLOMBIAN SANDBAG

Colombia wants from the United States $25,000,000 because we built a world institution, the Panama Canal,

which Colombia never could have built and which Colombia would have prevented had it been possible. If we pay the $25,000,000 it is hush money. It is no good disguising it.

The editor of the Philadelphia *Public Ledger* evidently saw no reason for beating about the bush in this instance:

THE PREACHER'S PAY

The wages of ministers have always been too low; everybody knows that periodically efforts are made to raise the salaries, and of late these attempts have been crowned with noteworthy success in the case of several of the leading denominations. But there is still small risk, apparently, of the profession of the clergyman being overpaid.

Then follows an account of a specific instance taken from the editor's acquaintance.

In this connection it may be said that the specific instance has wonderful appeal as an editorial opening. Its use would have strengthened the editorial just quoted. It has for the adult reader the same fascination that "Once upon a time" has for the child.

In the following from the Washington *Evening Star,* the narrative opening leads directly to the thesis of the editorial:

THE BATHING BEACH DROWNING

A man was drowned the other afternoon at the bathing beach. One of his companions declares that indifference

was shown by the lifeguard when the man's disappearance was noted and that long delay occurred before aid was rendered. It develops, too, that there is at the beach no pulmotor for the resuscitation of those overcome in the water. A coroner's inquest has been ordered and will doubtless disclose the facts.

It is of the utmost importance to assure the fullest possible safeguards at the beach against accidents. Bathers will get beyond their depth and will be in danger of drowning. If there are not enough lifeguards more must be provided. If those on duty are not competent or alert to respond to calls for aid they must be replaced by others.

As an example of the oblique approach, the following is reprinted from an editorial in the *Christian Science Monitor* dealing with the upheavals in government in Costa Rica and in Peru:

POPULAR WILL AND THE COUP D'ETAT

Anybody who is at all familiar with the idea that gives distinctive character to the United States form of government must see clearly that there is no place in the neighborhood of that idea for sympathy with what, in politics, is known as a coup d'etat. The very essence of a coup d'etat is sudden, decisive exercise of power for subversion of existing government without the consent of the people, whereas the United States idea would debar all essential change in the form of government excepting when based on the deliberate expression of the will of the popular

majority. The United States may be said to manifest a constitutional aversion to such a thing as a coup d'etat; yet, while the country incurs small likelihood of having to deal with that kind of political effort at home, it has more than once been brought face to face with it in other countries, and is even now in a position of some question by reason of so-called coups d'etat that have recently brought about political changes in two rather important countries to the south.

In discussing so trite a subject as the value of high thinking and serious purposes, the Minneapolis *Journal* chose a human-interest or whimsical opening:

THE SLEEPLESS BROWNIES

"How often," exclaims Robert Louis Stevenson, "have these sleepless Brownies done me honest service, and given me, as I sat idly taking my pleasure in the boxes, better tales than I could fashion myself!"

Nearly every one is acquainted with these Brownies. How often one tries to recall a friend's name, but it does not come upon demand! Hours or even days pass; suddenly, when least expected, it flashes across the mind. Or possibly it is a mathematical problem that has been troubling the student. He works and works, but without avail. Then some morning, with the first awakening, the solution is delivered before the breakfast hour.

The old school of thinkers used to call this inspiration or revelation. There were Brownies in the mind, sprites or fairies. They came down from upon high. Inspiration was breathed into one from without—it

came when it would, and there was no controlling it.

Modern psychology admits the presence of these Brownies in the mind, but says that they are not supernatural. Brownies come from the cellar of the house of life. They dwell beneath the threshold of the mind in the regions of the subconscious.

Let us consider typical openings used for editorials of the five main types or purposes.

If the predominant purpose is to give information, the opening sentences will present merely some striking and interesting fact, as in this editorial from the New York *Tribune.*

JUNE—TWENTY YEARS AFTER

Twenty years ago there might have been point in remarking, "What is so rare as a play in June?" Files of the *Tribune* reveal that back in June, 1899, only five theaters were open. New York was less populous then, of course. Its weather was no warmer, however, although men dressed more warmly. That was before Palm Beach had become a textile and while waistcoats were still listed as essentials. In that state theater going and ice skating were still winter sports.

If the purpose is interpretation, the opening may be designed merely to whet the reader's interest in knowing the answer, as in this from the New York *Times:*

THE BOOKLOVER'S SHOP

What has become of the old-fashioned book shop, the booklover's shop? It

is a place of fragrant memory. There the schoolboy bought his first textbooks, while on the serried shelves and well stocked counters he got his earliest and deeply awed idea of how much there is to know in the world. The studious youth ransacked its treasures, casting oblique glances, perchance, at the radiant young thing buying a novel, whose very presence filled him with delight and consternation. There the village lawyer, doctor, and minister came at the noon hour to get the morning paper, fresh from the city, and lingered to exchange professional experiences or to discuss the latest books, of which they had read in a quarterly review. The proprietor was a host in the true sense of the word, welcoming each and all with the personal glance, the intimate word, and assisting in the most thrilling of all adventures—which is to dip into a tempting volume, weigh it, resist it prudently for days perhaps, and then buy it triumphantly, to be forever one's own.

Similarly, when the object is interpretation of human nature, the editor usually begins by stating the problem, as in this from the Topeka *Daily Capital:*

WHY BROTHERS AND SISTERS QUARREL

Nature works in mysterious ways.

We are in receipt of a letter from a mother, asking why it is that brothers and sisters never seem to get on well together; that while they may never fight or quarrel yet they rarely live together in harmony.

She says that this spirit manifests itself very early in child life, that it was true with herself and her own brother,

> and that it is now true with her young son and daughter, and that she has also observed it in the households of her neighbors.

The Manchester (England) *Guardian* thus points out the meaning of two great achievements in air navigation:

> THE R 34
>
> There is a story of a Gurkha battalion which took up Rugby football as an experiment, and, when one of the players was killed, adopted it with great enthusiasm, declaring that a game in which a man could have his neck broken at the first attempt was not to be equaled by any other known. The same feeling partly explains how the furious excitement caused by the aeroplane flights across the Atlantic has been followed by the sedate departure of the R 34. The voyage of the R 34 is much the more important of the two. The aeroplane has no future, and very little present, in transoceanic travel; the flights from Newfoundland were gallant adventures, audacious essays in the creation of new "records." The journey of the R 34 is really useful to the human race. The airship has a social value. It is not definite as yet, but these preliminary voyages and a few years' mechanical development will help us to define it. The R 34 is a giant, but in the family of giants it is only a youngster of some 2,000,000 cubic feet, with a lift under 40 tons. Shortly we shall have ships of 10,000,000 cubic feet, not more than twice the bulk of the R 34, but with a lift of five times as great—200 tons or, omitting the allowance for crew and water

ballast, 170 tons for fuel and freight. It is already possible to work out roughly the capital charges for airships, stations, and personnel, but we have everything yet to learn about the time that is likely to be taken in an Atlantic flight, the amount of fuel consumed, and the risks and delay from bad weather which are involved. This voyage of the R 34 is the beginning of our knowledge. That our big airships can cross the Atlantic and return is already not in doubt; if the first for any reason failed, a second would succeed. But whether a service can be maintained which is regular as well as fast and which is sufficiently economical to compete with the steamship on the one hand and the telegraph on the other—that raises many questions. With the voyage of the R 34 we are beginning to grope after the answers.

It is an old rule of education to proceed from the known to the unknown. The rule is applicable to editorials. In fact a special interest seems to flavor an editorial that begins with something so utterly well known as to arouse curiosity regarding the purpose of stating it. The "unknown" in such cases is usually the clever drawing of a moral that would hardly suggest itself to the mind of a writer lacking unusual imaginative penetration. The following are the opening paragraphs from an editorial in the New York *Evening Journal:*

DISCONTENT THE MOTIVE POWER OF PROGRESS

At first the baby lies flat on his back, eyes staring up at the ceiling.

By and by he gets tired of lying on his back. Discontent with his condition makes him wriggle and wriggle. At last he succeeds in turning over.

If he were contented then, there would be no men on earth—only huge babies. But discontent again seizes him, and through discontent he learns to crawl.

Crawl—traveling on hands and knees—satisfied lower forms of animal life. It used to satisfy us, in the old days of early evolutionary stages.

But the human infant—thanks to inborn cravings—is discontented with crawling. With much trouble and risk and many feeble totterings, he learns to walk erect. He gets up into a position that takes his eyes off the ground. He is able to look at the sun and stars and takes the position of a man. Discontent is his mainspring at every stage.

What discontent does in the limited life of a child, it does on a much larger scale in the life of a man—and on a scale still larger in the life of a race.

The following, though it is merely a plea for contentment in spite of the absence of an automobile, involves interpretation of one common aspect of life. It is taken from the Los Angeles *Times:*

THE TRAVELERS

Somebody—wasn't it Price Collier?—once remarked that Socrates on his donkey traveled considerably further than Willie Highball in his sixty-horse power motor car.

The sapiency of this observation can be best appreciated, perhaps, by the man who doesn't own a car. All others are

moving so rapidly—nowhere—that they haven't the breath to stop to think about it. Maybe, too, many of them haven't the brain.

Of course Mr. Collier was only telling us over again what we have known for a long time—that the man who stays quietly at home sees more of the world than he who trots all over it. The cosmos envelops an acre quite as completely as it encircles a continent. All roads lead to home even more surely than they lead to Rome. All suns rise and set behind our own familiar hills.

You and Socrates may travel to the stars and return early the same night.

The following indirect approach to an interpretation of the meaning of the Whitman Centenary is quoted from the Minneapolis *Journal:*

WALT WHITMAN'S CENTENARY

A question that came before a New York court the other day was this: "Does a bagpipe produce music or noise?" The court is still meditating, and perhaps looking up precedents, but the court of ordinary common sense has long since handed down the decision that the bagpipe produces music for one class of persons and noise for another.

Any court would have the same difficulty in passing on the question whether Walt Whitman, who was born one hundred years ago yesterday on Long Island, was a poet. To those who admire, love and revere, and, what is more, read and absorb him, Whitman is among the great names of earth.

If the editorial purpose is to convince by argument, a common practice is to come immediately to the point

by advancing one of the strongest reasons for the position taken, as in this selection from the Detroit *News:*

GIVE US THAT BUDGET

There is great need to point out again that if the United States had an executive budget, the War Department would not now have to endure the reproach of gross carelessness in the preparation of its estimates.

Something is vitally wrong in a financial system that allows an appropriation bill to come before the House with a duplication of $2,447,000,000 in a total of $8,793,000,000.

Or, if the editor knows that his readers are opposed to his view, he may choose for his point of departure a bit of neutral ground on which he and the reader stand in agreement. In the following from the Portland *Morning Oregonian,* sympathy is shown with the opposition in order to get consideration for the needs of the schools:

WHAT IS THE ALTERNATIVE?

The problem of new and adequate schoolhouses for Portland is not to be met by denying that it exists, or by merely voting down the $2,500,000 bonds. It is not agreeable to contemplate a large bond issue. It is even less agreeable to impose an additional 2-mill tax levy. Neither can be done without the affirmative action of the tax payers. If the bonds will not carry, the 2-mill levy cannot carry.

* * * * *

If not bonds, what? No good citizen wants to impair the development

of the school system, or deny the children comfortable and sanitary housing; but he would like to find some way to keep out of further debt and yet do this duty.

The *Oregonian* will frankly say that it does not like the idea of the bonds. But it likes less the apparent alternative—which is to stunt the growth of the public schools. Is there a citizen anywhere who will say that the schools, with their admitted imperfections, are not worth all they cost, and more, much more?

If the purpose is to persuade to action, the beginning must deal with whatever is necessary by way of information, interpretation, or argument to prepare the reader for whole-hearted assent through suggestion or appeal to follow.

The New York *World* made an appeal to action against the billboard evil, introducing the subject thus:

A BILLPOSTERS' OFFENSIVE

That the widespread and unrestricted posting of bills for the Fourth Liberty Loan, probably the greatest advertising campaign the world has ever known, should result in billposting abuses against private property interests is deplorable, but not surprising. The ubiquitous billposter never misses an opportunity to make himself disagreeable.

Paving the way for an appeal against destructive criticism, the Philadelphia *Public Ledger* puts forward a few generalizations:

BOOSTING

The public servant and the private benefactor are boosters.

They bring encouragement where they go. They try to find the kind and pleasant thing to say. Yet they do not make themselves ridiculous by an indiscriminate profusion of compliment.

There are always with us the people who love the music of the hammers of destruction.

They tear down ruthlessly, without ever asking what is to go up in the place of that which was removed. They are engineers of annihilation merely.

But upon the other sort of folk there rests a blessing—those who constantly build, in faith and prayer, and fidelity to a trust.

It cannot be a great satisfaction to come upon a green place, ruin it and leave a waste of devastation. It cannot make a man happy to rob another of a good name which it took a long time to acquire. But it must be a real pleasure to feel that one has spent a lifetime pushing what deserves to be pushed—forwarding a man or a movement that has the right to win.

A spirited, hammer-and-tongs opening of one of Henry Watterson's editorials in the Louisville *Courier-Journal* illustrates well the rabble-rousing style of persuasive writing:

The man who is for peace at any price—who will fight on no provocation—for no cause—is apt to be either what men call "a poor creature," or an impostor set on by ulterior considerations. He may have an unworthy mo-

> tive, or a selfish interest, or he may be a victim of the coward's fear of battle, or be obsessed by the doctrinaire's theory of universal brotherhood. But, craven or crank, or scheming rogue, he dishonors the noble heritage of manhood which, being common to us all, is only prized and extolled in conspicuous cases of sacrifice, or prowess.

Persuasion towards improving moral conditions is naturally based on an introductory statement of those conditions, as in this opening of an editorial from the Kansas City *Journal:*

> AUTOMOBILES AND MORALITY
>
> Declaring it their purpose to put an end to the intolerable exhibitions of immorality on the part of automobile parties that nightly scandalize the residential sections of this city, the police authorities have made this a special subject of orders to the department. This is a reasonably prompt and energetic response to the demands of those good citizens who have noted the increase of this form of trespass and who have complained of conditions that could no longer be condoned. The surprising fact is that the police did not long ago recognize the evil and take measures to stop it. This summer it has been far worse than ever before and has caused at least one murder in Kansas City's most exclusive neighborhood.

If the purpose is entertainment, the only suggestion that can safely be made is that the beginning should be such as to establish the tone of the whole editorial. This from "Casual Essays of the *Sun*":

HAIRPINS

The comprehensive merits of the hairpin are known to all observant men. Its special value in surgery is asserted by a writer in *American Medicine*. It seems that a surgeon can do almost anything with a hairpin. * * *

Dullards will tell you that women aren't so inventive as men, don't take out so many patents. They don't have to. With the hairpin all that is doable can be done. With the hairpin a woman can pick a lock, pull a cork, peel an apple, draw out a nail, beat an egg, see if a joint of meat is done, do up a baby, sharpen a pencil, dig out a sliver, fasten a door, hang up a plate or a picture, open a can, take up a carpet, repair a baby carriage, clean a lamp chimney, put up a curtain, rake a grate fire, cut a pie, make a fork, a fishhook, an awl, a gimlet, or a chisel, a paper-cutter, a clothespin, regulate a range, tinker a sewing machine, stop a leak in the roof, turn over a flapjack, caulk a hole in a pair of trousers, stir batter, whip cream, reduce the pressure in the gas meter, keep bills and receipts on file, spread butter, cut patterns, tighten windows, clean a watch, untie a knot, varnish floors, do practical plumbing, reduce the asthma of tobacco pipes, pry shirt studs into buttonholes too small for them, fix a horses's harness, restore damaged mechanical toys, wrestle with refractory beer stoppers, improvise suspenders, shovel bonbons, inspect gas burners, saw cake, jab tramps, produce artificial buttons, hooks and eyes, sew, knit, and darn, button gloves and shoes, put up awnings, doctor an automobile. In short, she can do what she wants to; she needs no other instrument.

And another from the same source:

> UNDER THE CIRCUMSTANCES
>
> Everybody has a right to take sugar in his coffee or not to take it, and there is nothing to prevent any person from disliking any word or phrase which he chooses to dislike. Still, when anybody takes the trouble to attack a respectable, harmless, and well-intentioned phrase, as our correspondent does in the following letter, it would be an act of courtesy to the English language for him to disclose his motive and justification, if any he has.

There are almost as many variations of this problem of the opening as there are editorials. All methods are subject to exceptions. The typical examples given will at least serve to demonstrate that the form of beginning should be adopted for good and sufficient reasons—because it is the best one, not the first one, that comes to mind.

The Second Strategic Point.—Since, in the case of most editorials, as of most sales letters and advertisements, the ending is next in importance, if not equal in importance, to the beginning, the editor makes an early selection of the element which he intends to put last. The oft-heard statement that the way to close an editorial is just to stop writing is one of the pet fallacies of those "natural born editors" who resent the idea that editorial writing is anything but unskilled labor.

If the writer's purpose is merely to give information, the problem of the ending presents no difficulty, but

it is well to settle it before beginning to write. The pleasing "twist" at the close of an informative editorial about golf, in the New York *Evening Post,* was doubtless in the writer's mind from the beginning:

> And then the mere fact that he found an unexpectedly strong and cool opponent where he was looking for one easy to beat, was certain to strike deep and hard into his golfer's soul. Hence the golf psychologists will have no difficulty in stating the exact why and wherefore of what happened, though they would have been as ready with an explanation if the reverse had occurred. But what more can you ask of a game than that it should be one good to play and still better endlessly to discuss?

If his task is one of interpretation, the close of the editorial takes care of itself though it is probable that a skillful summing up of the whole matter in one illuminating sentence will be called for.

Following a careful exposition of conditions in "Our Headless Aviation Service," the Philadelphia *Public Ledger* closes with this summarization:

> What is wanted is a national department of aviation, under skilled direction and capable of exercising a control that would safeguard the men employed in every government activity involving aviation, insure the encouragement of invention and utilize the very best and latest appliances that make for efficiency and safety. This nation cannot afford to slip backward in this most modern of arts, and above all things, it cannot afford to intrust the control of aërial activities to ignorant bureaucrats.

In similar manner is this from the New Orleans *Times-Picayune.*

> Therefore we are pleased at the action of the American stockholders of the big shipping corporation, and trust the shadow of our Mercantile Marine, far from growing smaller, will continue rapidly to expand until it covers the earth.

Interpretation of character, followed by application of the truth developed, is illustrated in the beginning and ending of the following from the Minneapolis *Journal.*

The editorial opens thus:

> THE OLD BREED STILL ON EARTH
>
> Sergeant York of Tennessee! Pious, a church elder, thinking of entering the ministry, doubtful at first of the righteousness of fighting, but as fighting man making the record of the whole war, twenty Germans killed, a hundred and thirty-two captured, and thirty-six machine guns put out of action! What does he say in New York, where he is dined, made much of, interviewed? He says:
>
> "I feel a heap stronger spiritually than when I went away. No man could pass through what I have without feeling that way."

And ends:

> No militarism can make such soldiers. The Prussian system will discipline men to die by the thousand, but no

> Prussian could be the efficient fighter that nature made Sergeant York. He was out, not to die himself, but to kill as many Germans as possible and to dispatch them skillfully. He possessed the initiative of the free American, the resourcefulness of the pioneer, the deadly accuracy of a descendant of generations of squirrel shooters, deer stalkers, coon hunters, Indian fighters. The old breed is still on earth.

Problem Greater for Third Type.—If, however, the object is to carry conviction to the mind of the reader, greater difficulties enter—the same problems that must be met by the lawyer planning the conclusion of an address to the jury.

It is safe to say that one invariable rule is to select in the beginning, and reserve for use at the end, the strongest argument that can be made; or to use in the conclusion a rapid summary of all the principal arguments placing the "clincher" last. It is not practicable to consider here the principles of argumentation; but it may be said in passing that a study of logic and argumentation, for which limitless facilities are available, will richly repay any editor.

A forceful conclusion to the argument is attained in this editorial from the Cincinnati *Enquirer:*

> FROM DOWN ON PHARISEE FARM
>
> One of the darling beliefs of the dweller without urban limits is that he is better than the dweller within them. Vice and misery are the portions of the wicked who reside in these wildernesses

> of brick and stone and virtue and joy those of the rural resident.
>
> Very likely the Pharisee who gave selfish thanks on the porch of the Temple in Jerusalem had just come in from his farm.
>
> * * * * *
>
> It is his notion that if the "loafers in town and city" could be made to pay $5 or do two days of real work on the roads Ohio would soon have a system as good as that in France.
>
> The fact that the state constitution forbids this form of taxes apparently does not weigh heavily with the bucolic statesman in embryo. Nor does the additional fact that the cities are now furnishing about 70 per cent of the contributions toward building and repairing highways seem to have impressed him.
>
> * * * * *
>
> The action of the General Assembly will tax the people of Ohio more than $50,000,000 for road building.
>
> The bulk of it will be paid into the treasury by the "loafers" in the towns and cities, too.

And this final paragraph from an editorial in the Chicago *Tribune:*

> American citizens in Colombia are not to be protected by the payment of bribes. If human rights are in doubt in Colombia there is a swift and just way of establishment. We suggest that the senate bid Colombia beware the sandbag in its relations with this country.

Where Action Is the Objective.—If the object of the editorial is to appeal to the emotions and thereby arouse an active response, the editorial will close with

the feature of greatest persuasiveness. In written forms of salesmanship, this most persuasive element has commonly been regarded as the sentence of suggestion or direct command. As to the influence of skillful suggestion in persuading the human being—intellectual or crude—to do what he ought to do, or is asked to do, there can be no controversy. The effectiveness of the direct command, however, is much in doubt. It seems to have been used so much that it has largely lost any virtue that it may have had originally. In most cases it seems likely to antagonize the reader. A bit of exhortation if it is not "preachy," an appeal which vividly relates the desired course of action with those "effective concepts" approved by the normal reader—pity, courageousness, altruism, self-interest, fear, emulation—is almost certain to promote the end sought.

This ending of an editorial in the Chicago *Tribune* on the coal situation is mild and yet persuasive—more persuasive, probably, than if it had been dictatorial. The facts themselves do the persuading:

> In the meantime we would suggest that the wise householder will not delay in putting in his winter's supply of coal. The fuel administration has practically relinquished its control and it does not seem likely that the benevolent system of distribution which prevailed last winter will be continued.

The following example of an editorial ending with suggestion is from the Wichita *Beacon:*

GO TO COLLEGE

Kansas is generally prosperous this year.

There was never a better time for young people to go to college.

Kansas has many excellent educational institutions. They offer practically any of the courses that may be desired. They should be utilized to their full capacity this year.

A college education is the greatest single factor in the practical world to give people what is usually called vision. Vision is that faculty which enables people to look farther than the fleshly material wants and strive for the things that give spiritual and mental satisfaction. "Where there is no vision the people perish."

Perhaps the greatest single function of a college education is not to fill up the head with learning, as a cistern is filled with water, but to create a desire for more learning by enlarging the capacity. The average person who goes to college finds that he knows very little after all, and comes out longing for the broadening experiences that come from a knowledge of the world's great achievements in art, literature and science. It gives the average person that worthy discontent which animated Columbus, Galileo and Isaac Newton.

Go to college this fall.

The persuasion in this closing paragraph from an editorial in the Kansas City *Journal* is in its humanitarian appeal:

A dairyman who is given two or three weeks to clean up his dairy barns is given just that much time to keep on selling filthy milk placed on the mar-

> ket in Kansas City as pure and safe. If a single baby is made sick or is caused to die because of this form of ill-advised leniency, the terrible blame must be shared by those in authority. The only way to bring respect for, and obedience to the law is to enforce it without hesitation or favor. Leniency may be condoned in some forms of lawlessness, but not when human lives are endangered. Sentimental consideration for ignorant, incompetent and defiant dairymen ought not weigh for a moment against the life of an innocent and helpless child.

A "spruce up" editorial in the Kansas City *Star* employed imagination to produce this pictorial ending:

> Now that the visitors are coming ought not Kansas City to take particular pains to wash its face—getting clear around behind the ears—and brush its clothes, and polish its shoes and slick down its hair? Wouldn't that be good business?

A notable example of impassioned appeal is the close of the editorial for which Henry Watterson received the Pulitzer prize of $500 in 1917:

> All the while we looked on with either simpering idiocy, or dazed apathy. Servia? It was no affair of ours. Belgium? Why should we worry? Foodstuffs soaring—war stuffs soaring—everybody making money—the mercenary, the poor of heart, the mean of spirit, the bleak and barren of soul could still plead the Hypocrisy of Uplift and chortle: "I did not raise my boy to be a soldier." Even the *Lusitania* did not awaken us to a sense of danger and

> arouse us from the stupefaction of ignorant and ignoble self-complacency.
>
> First of all on bended knee we should pray God to forgive us. Then erect as men, Christian men, soldierly men, to the flag and the fray—wherever they lead us—over the ocean—through France to Flanders—across the Low Countries to Köln, Bonn, and Koblenz—tumbling the fortress of Ehrenbreitstein into the Rhine as we pass and damming the mouth of the Moselle with the débris of the ruin we make of it—then on, on to Berlin, the Black Horse Cavalry sweeping the Wilhelmstrasse like lava down the mountain side, the Junker and the saber rattler flying before us, the tunes being "Dixie" and "Yankee Doodle," the cry being, "Hail the French Republic—Hail the Republic of Russia—welcome the Commonwealth of the Vaterland—no peace with the Kaiser—no parley with Autocracy, Absolutism, and the divine right of Kings—to Hell with the Hapsburg and the Hohenzollern!"

If the purpose of the editorial is primarily to entertain, the ending calls for no special attention beyond the obvious desirability of reserving for the last, one of the most humorous, whimsical, witty, or incongruous ideas. A delightful type of ending is that which contains a surprise, or an unexpected twist.

An editorial writer in the *Christian Science Monitor*, after a column of whimsical comment on "Bird Ponds" and the etiquette observed by the feathered bathers, closes thus:

> On one occasion only is a bird pond, otherwise, at all times, a source of much satisfaction, an occasion for humilia-

> tion. It is after a heavy shower of rain, when the garden paths or dips in the lawn show lambent pools here and there which were not there a few hours before. Then are the birds inclined to desert the pond specially provided for them, and make use of the new gifts that have come their way. The sense of humiliation, however, is only momentary. A fellow feeling sweeps it away, in a moment. For even to humans, is there not something extraordinarily attractive about puddles?

Frequently the editorial itself is little more than an elaborate preparation for a quite unexpected conclusion. This device, which O. Henry employed so delightfully in his short stories, is equally useful to the writer of that type of light essay appearing in the newspaper as the editorial of entertainment.

Conventional Rules Apply.—As to the body of the editorial, the rules of successful organization are the conventional rules of rhetoric and the proper handling of exposition, argument, persuasion, narration, and description, such as are found, for example, in Cairn's "Forms of Discourse." These are not subjects for discussion here. All that need be said is that every element in the structure must meet the requirement that it contribute to the realization of the writer's ultimate aims. At this point, if not before, the question arises as to the length to which the editorial may be judiciously allowed to run. It is an excellent plan to read through the completed editorial with the single question in mind: "If a hundred readers begin this editorial, when will the first one quit? Where are the

other danger points of sagging interest? How many readers will stay to the end? What can be done to stop the leaks?"

A Clinic in Organization.—To illustrate briefly the theories of organization just discussed, let us assume that the state board of health has announced that a recurrence of an influenza epidemic may be expected within a few months, and that suitable measures are being taken to meet it.

When the reporter has written a story, and perhaps interviewed local authorities to get the "home end" of the story, it passes out of his realm, unless new developments supply materials for follow-up stories.

A day or two after its publication as news, the subject of a threatened influenza epidemic appears in the field of the editorial writer. If he conceives that the first and paramount need of the public is for information, he may find that he is confronted by considerable difficulty in collecting the material from which to build an editorial. Among the phases of the subject which he may wish to investigate are: the origin and history of influenza epidemics; reasons to expect a recurrence after the first year; causes ascribed for the epidemic just passed; fatalities from it; methods of treatment employed; improvements in treatment developed; what can be done by public health agencies? What can be done by individuals?

The task of organizing this editorial of information is comparatively simple because in such a subject interest is easily maintained.

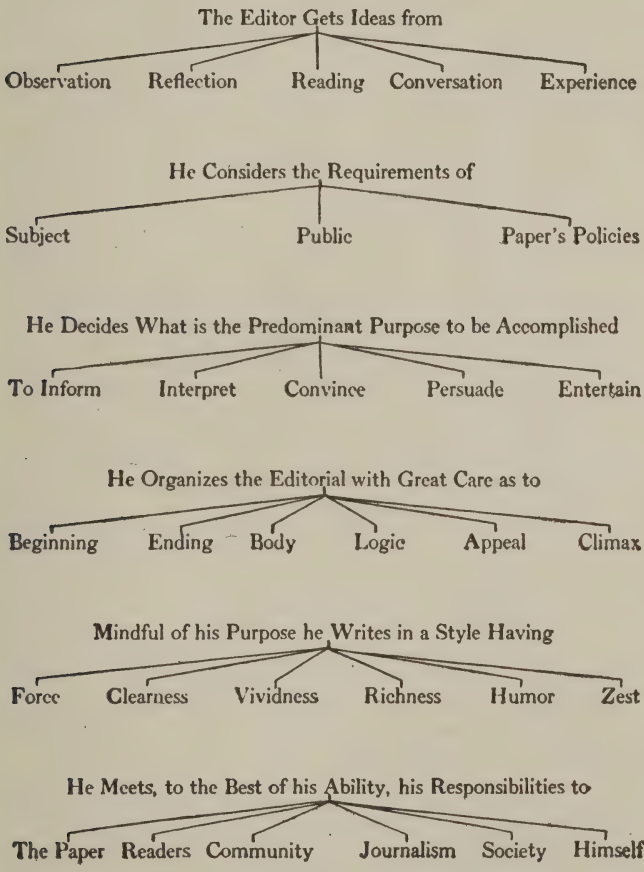
It may be imagined, however, that the editor may

decide that bad conditions of health administration in his town call for an editorial of an interpretative type. The casual reader of the news item will not see the local significance of the announcement by the board of health unless the editor points it out. This form of editorial will require less research—less extended reference to the "influenza" envelop of clippings and the encyclopedia. It will require, perhaps, fewer interviews with physicians and others having expert knowledge; but it will call for reflection and what progressives of various kinds are wont to call "vision."

Or, under different conditions, the editorial writer may choose as his "slant" on the subject an out and out argument in favor of, say, sending a local bacteriologist to some well-known medical center to study approved methods of innoculation. For this purpose he will need a considerable portion of the same information necessary for use in the editorial of the first type; but instead of presenting it merely as information, he organizes it into supporting arguments for his thesis. Very likely he will need to use considerable care in the beginning not to antagonize that element in every community which opposes any unusual public expenditure. Or to put it differently, he will be sure that he has "sold them on a proposition" before he gives them a chance to think what it will cost.

It is easy to imagine, however, that an editorial of the directly persuasive type, calculated to induce people to seek inoculation at once, may seem to be called for. In such a case, the editor's hardest task is to overcome that human inertia which keeps people from

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acting, even though they are convinced. Guided by his knowledge of people, which experience with human nature and conversation with individuals on the subject of innoculation have given him, he will use from his accumulation of information such facts as will stir the emotion of fear and the instincts of self-preservation, parental care, emulation. He will emphasize the ease with which comparative safety may be attained, and will close his article with such directly persuasive remarks as he thinks likely to be effective.

The fifth or entertainment type may seem hardly in place in connection with so serious a subject. For the sake of illustration, however, we may assume that the editor is optimistic about the situation; that the precautions taken seem adequate and the coöperation of the public assured. In such case he might decide to write merely light comment on the reception in store for the unsuspecting influenza microbe upon its arrival in town on the early fall breezes.

It is not usual, however, nor is it desirable, for the editor to write, or attempt to write, any one particular type of editorial as illustrated above. He will have a clearly conceived purpose and he will organize his editorial solely in the interests of that purpose; but he may easily find it necessary to mingle information and interpretation, argument and persuasion, and even entertainment, for the success of his literary venture.

An important mechanical detail is paragraphing for clearness and for force. The only thing that should be said to supplement what may be found in any rhetoric is that the effect of paragraphing in attracting and

sustaining reader interest is a matter of legitimate concern. Short paragraphs in greater number than is absolutely required by the thought, are to be commended if there is a chance that they will increase the number of readers. As one writer puts it, "When in doubt, make a paragraph." While few writers go to the extreme of using a preponderance of one-sentence paragraphs, yet the easy-to-read appearance of such matter is an advantage.

This exaggerated use of paragraphing was found in the Cleveland *Press:*

APPLES

The way for us to keep boys on the farm is to show them the profit possibilities of the farm during school years.

Apples are the finest fruit in the world.

This is proven by the fact that there is a world-wide demand for them.

Ohio is the finest apple soil in the world.

This is also true of certain parts of most adjoining states.

Yet all the eastern centers of population import apples from Oregon and pay 10 and 15 cents apiece for them.

All that this means is that somebody who knew how to spray and graft trees lived in Oregon and started to producing apples there; others saw the profit possibilities by example and did likewise until a great horticultural industry was built up.

This shows what knowledge and will can do in the face of natural disadvantages and remoteness.

* * * * *

> The fundamental production of wealth in this country is agriculture—always has been and always will be.
>
> The great agricultural future for the eastern and central west states is in the garden and orchard, in order to feed the cities.
>
> The grain crops will be more and more left to the far west where the acreage is greater and cheaper.
>
> Considering the importance of agriculture in fundamental wealth production, should we not take it into greater consideration in our public school courses—not only in the country but in the cities?

The force of the one-sentence or one-word paragraph, in the midst of longer ones, is very great.

The last question of organization to be settled is the choice of an idea to go into the heading. In this the editor will be guided by the same practical considerations that guide him in the choice of an opening—with the added requirement that the heading must be written with reference to the opening. The idea that editorial heads should be as dull as possible is giving way to that of applying to them the same rules of interest, action, vividness, that govern news headings. In the words of Arthur Brisbane:

The same thing can be done in two ways. If you do it one way, you are only one of a thousand others; if you do it the other way you are the one man, or the one of a few men, who will attract attention. A few days ago there was in the papers an attack by Rabbi Hirsch on Moses and the dietary laws of the Jews. An editorial based on this attack might be headed "Analysis of the Dietetic

Teachings of the Ancients," and nobody would read it. Another heading would be, "Be Kind to Poor Old Moses; He Had no Icebox."

A leading American editor declares that he often rewrites an editorial four times. His conscientiousness and his industry are certainly commendable. His editorials bring results. But the chances are that he is using an expensive substitute for careful planning and organization in advance. If an editorial is thought out and outlined on paper before it is written, one revision for the purpose of eliminating unessential ideas and words and improving diction should be sufficient.

CHAPTER VII

THE MANNER OF SAYING IT

Chapters and even whole books on style are common enough to meet every need of the editorial writer seeking to cultivate his powers of expression, or of the student endeavoring to acquire ease and effectiveness in putting his thoughts on paper.

All that need be attempted here is to place emphasis on a few matters that the writer of editorials must especially consider and put into practice—matters of which editorial writers of the more discerning and more vigorous type have always taken account. It was no less a master of style than Newman who declared that much newspaper writing suffers not at all by comparison with the work of the greatest stylists in English literature.

Writing in the *Atlantic Monthly* for November, 1919, Charles H. Grasty, publisher of the Baltimore *Sun,* comparing British and American newspapers, declares that the London papers are on the average better written than ours. "Especially is this true of editorials, or leaders, as they are called over there." He offers the explanation that "in an old country like England, writing is more of a profession than in America. Writers are bred from generation to gen-

eration. In conceding superiority on the average, I except the editorial writing that one may find in a few of our American papers, which is of a high literary quality and perhaps excels in force. I am not sure that, taking the country as a whole, our journalism has sought to develop editorial writing in the English sense."

Interest Value of Style.—While not meant as a definition, the following by E. S. Martin, editor of *Life,* points out important essentials of a satisfactory style:

The one essential of good writing is that it shall be interesting. And what makes this quality? It is a kind of personal charm, which enables the writer to turn or twist his words in such a way as to bring up a succession of pleasing sensations in the mind. The element of surprise is united with a sense of truth.

A good writer must have thought out his theme so completely, that, sure of himself, he always knows as he goes along what to omit.

An example of Mr. Martin's style—pictorial, whimsical, smooth, homespun—follows:

> For two days the sufferings of New York from an acute case of impeded arteries took precedence of other pains. Circulation stopped completely in the Subway and on the Elevated, to the violent inconvenience of people who wanted to get to their work and of people who needed their services. * * *
>
> On the present basis of costs most people need more money, and ought to

have it if there are available funds. The purchasing power of money is rapidly evaporating. Some experts, like Professor Fisher of Yale, say it is because there is too much gold in the country. Too much gold it seems may be as bad a pest as rats were in the war trenches. * * *

The Subway and Elevated management did not want to raise pay enough to suit the strikers because they said they had not, and could not earn, the funds to do it. The disease that has attacked the dollar and impaired its purchasing power has also affected the nickel. Nickels cannot do what they did six years ago.

Strikes in public utilities are just a milder form of war, and if a League of Nations is a likely cure for war, a league of every one affected by such strikes ought to be a likely cure for the strikes. The trick is always to bring the matters in dispute to some kind of a court, and the pinch is always to get the striking organization and the owning and operating organization to agree on some one whose judgment they will accept.

The wages question is quite awful. Some people begin to say that we will have to split up into smaller groups for purposes of social life and industry, and set up imaginary walled towns in which the relations of the inhabitants and their work and their wages can be handled on a basis of mutual responsibility and community welfare. People want to know how pride in work and joy in work are to be restored to a world out of which the factory system and quantity production have driven them. In the course of another twenty-five years their inquiries may be answered by practical demonstration, but the answer is not likely to be walled

> towns, nor yet enormous, country-wide organizations of workmen banded together to extort advantages for themselves out of the still larger public. Somehow quantity production and art must lie down together, and joy must lead them.

Minimum Requirements.—That an editorial style should be simple, forceful, sparkling, clear, or, as occasion requires, trenchant, incisive, audacious, smooth, and have the commonplace rhetorical virtues, goes without saying. These are the minimum requirements. Their employment changes as the form of discourse—narration, description, exposition, argument, persuasion—changes, and as the subject changes. Without possession of these elementary qualities, writing is almost certain to be futile.

In the matter of diction, the editor is not a purist. He never uses words for words' sake. They are merely his tools, his means to an end. The opening of an editorial from the New York *Sun* aptly and cleverly states the case:

> BUT
>
> The Mad Mullah and Hell-Roaring Bill and all the other halcyon and vociferous supernumeraries march across the stage in vain. They cannot distract the mind of the friend and preserver of the English language from his sacred duty and pleasure. As little wanton boys are sometimes set to ring a bell to keep the birds from the cherry tree, so these august janitors of the tongue that Shakespeare spoke discharge their culverins and basilisks at any wretched, rash, intruding fool of

> a word or construction that likes them not. What good man does not venerate their industry and their zeal? Knowing that they are watching on the tower, the rest of us can pull our red-cotton night caps over our noddles and lie down to pleasant dreams. We are no heroic language savers, no indomitable Puritans of the parts of speech. Let us be glad that there are sterner and more self-sacrificing spirits.

Imagination Plays Useful Part.—An important quality of editorial style is concreteness. This introduces the pictorial element.) "It was a fine and deep saying of Aristotle that the greatest thing by far is to be master of metaphor. This is the mark of genius, for, said he, it implies an intuitive perception of similarity in dissimilars. All the great thinkers have been masters of metaphor because all vivid thinking must be in images and the philosopher whose metaphors are blurred and diluted is one whose thinking is blurred and diluted."

To some writers, setting forth thoughts in picture or metaphor is an accomplishment requiring no effort. Others are able to do it only by painstaking search for suitable figures. (The pictorial quality lends vividness to the editorial and, though an apt metaphor may be as hard to find as a difficult rime, it is worth all the effort it costs.) "Often there is a pictorial quality in the English leader," says Charles H. Grasty, "that makes the points more easily understood. I recall a single sentence in the *Morning Post's* editorial on the Asquith Cabinet just before it came to grief: 'Asquith

folds his hands; Sir Edward Grey wrings his hands; and all the rest rub their hands.' A column of fine writing would not have driven the point home so well at that particular moment."

An interesting illustration of the advantages in visual thinking is afforded by the extensive use made of visualization in the most successful methods of improving the memory.

The fact that the faculty of concreteness in expressing ideas appears as a natural endowment in the case, for example, of a wonderful user of pictures like Lincoln, does not justify any writer in assuming that, since this manner of expression has not been thrust upon him, it cannot be cultivated. In almost every case, special excellencies of style have been acquired by conscious effort. For example, one of the most brilliant of American writers, as well as orators, John J. Ingalls, acquired his mastery over words partly by the habit of devoting leisure moments on the train or elsewhere to the "game," as he called it, of reading a sentence from some book or magazine and then endeavoring to improve it by changing its structure and substituting strong and vivid words for weak and colorless ones.

What could be more picturesque than the exaggerated use of metaphor in the following from the Emporia (Kansas) *Gazette:*

JONAHS

The Democratic party is four miles from home with its pants on a clothes line. It has neither leaders nor princi-

ples, it is without pride in its past, and has no hope of immortality. Take Wilson from it and it is a liability. Load Wilson on to it and it is a wreck.

The Republican party sometimes looks like chaos agitated with an egg beater; but the Democratic party looks like the hole in the little end of nothing bubbling into a nightmare!

So that's why we are lining up with the Republican party. And also it's in a condition where one Jonah more or less won't hurt it.

Or this from the same paper:

ADVICE TO GINGER JAG

He was a gangling, loose-boned, limber-jawed youth who looked as though he had been sent for and could not get away. He blew into the *Gazette* office to-day to have his name kept out of the paper for being on a jag. He expected to get a job on the Santa Fé, and would not be employed if his name appeared in the *Gazette*, and as this was his first offense we kept his name out. But by way of diversion we hereby hand him the following hard-boiled language:

"You are a damned fool, Mr. Ginger Jag. And we use the words damned and fool advisedly. Any man who hasn't enough sense to keep Jamaica ginger out of his stomach as a beverage, won't have sense enough to function in this world; he is damned from here to eternity. And any man who deliberately sets out to get drunk when there is nothing but Jamaica ginger and lemon extract to cheer him, is a fool. There might have been some sense in the head of the man who, under the stimulus of social encourage-

ment, a gang of other cheerful idiots, and a larruping good brand of booze, in a gay and festive livery stable or other bacchanalian retreat filled his system full of assault, arson, larceny, and manslaughter microbes, which would steal upon him unaware. But for a man to go out with malice prepense and stoke up on a lot of lemon extract or Jamaica ginger, which in itself is a poison, and then go and steal a motor car and ride off and try to climb a tree with it—that man is a fool; a damned fool, and what's more, unless some woman or God Almighty performs a miracle on him, he will be at it again. The next time we propose to print his name and mail a marked copy to the superintendent of the Santa Fé. The sooner he is fired, the safer traveling on the system will be, and we have no desire to shield a man in a job who is such a calf-bound chump that he gets drunk on groceries and hardware instead of regulation drugs. So, Mr. Ginger Jag, go to it while you're young, for you haven't got enough in your bean to last another year. And when you fail, blame yourself. The city of Emporia has protected you by city ordinance; the State of Kansas has shielded you from temptation by state law; and the constitution of the United States has been amended at a great expense for just such suckers as you, and if after all that pains to make a man of you, you haven't got anything in your head but sweetbreads, you are not worth saving. So keep your eye on the junk-pile, and pick out your landing. For you're due there in about six months.

Where Memory Counts.—Another feature of style which does not come of its own accord, is the em-

ployment of literary and historical allusions. They enrich and adorn an editorial. To be sure, their effect is decidedly bad if it appears that they are not used to help the thought, but are merely lugged in to display the writer's attainments.

Extract the allusions from the following editorial in the New York *Evening Post* and there is very little left—except the pleasing "twist" at the close:

> It is time that some one compiled a "Who's Who in Fowls." The swan that accompanied Leda has been made forever famous. The one that furnished transportation to Wagner's Lohengrin has likewise achieved immortality. The black swan on the Rousseau Island at Geneva attracted thousands of visitors long before the League of Nations ever thought of establishing its headquarters at that city. Ducks have made Long Island famous. In her "The Lover" Lady Montagu says: "And we meet with champagne and a chicken at last." Whereupon Lord Byron exclaimed to Bowles: "What say you to such a supper with such a woman?" The rooster is the emblem of a political party. And now comes the President presenting no fewer than four roosters to a delegation of serious-minded gentlemen from the South. They (the roosters) are to be auctioned off at the classic town of Demopolis, Ala., and the funds are to go for the building of a bridge across the Tombigbee. It is to be hoped that the $200,000 to be raised on this occasion has no connection with the President's admirable idea that the price of food must come down

This is from the *Christian Science Monitor*. There is noteworthy vividness in the allusion, "with the scorpions of Rehoboam":

THE HUMANITIES

The great barrier to human progress is obviously ignorance. That is why Diogenes insisted, centuries ago, that education was the very foundation of the Greek State. Any thinking person can see that this must be the case. Ignorance breeds superstition, and superstition rules men with the scorpions of Rehoboam. In the dawn of history, men divided their worship between the good deities and the bad. Rapidly it became obvious to them that the propitiation of the malicious deity, intent upon hurting them, was more to be sought than the favor of the kindly deity, amiable in his well-meaning. That was the fruit of the tree of knowledge of good and evil. What the monotheism of Israel, in its earlier stages, did for mankind was to destroy the ignorant belief in Baal and Dagon, and in Leviathan and Behemoth, by teaching it that one God meant the acknowledgment of Principle.

How difficult it would be to handle the subject of the following from the Philadelphia *Public Ledger* without putting it into the literary atmosphere by skillful allusions:

BERRIES IN THEIR GLORY

The most famous saying about a berry is undoubtedly that which appears in Walton's "Angler" in this form: "We may say of angling as Doctor

Boteler said of strawberries: 'Doubtless God might have made a better berry, but doubtless God never did.'" Roger Williams in his "Key Into the Language of America" says: "One of the chiefest doctors of England was wont to say that God could have made, but God never did make, a better berry." The doctor quoted is William Butler, who figures in Fuller's "Worthies" as the "Æsculapius of our age."

Many are enamored of the strawberry who find unhappily that "the glory of the garden" does not agree with them. This perennial herb of the family of the Rosaceæ is an all-American plant, for it will grow almost anywhere between Florida and Alaska. The "old homestead" of the plant was in Massachusetts, where in 1834 the Hovey strawberry flourished.

The idea in the following editorial from the Chicago *Tribune* can be fully expressed in three lines, but by means of imaginative handling its effectiveness is increased tenfold:

WE VIEW WITH PRIDE

Are we entering our Augustan period? The *Tribune* does not say we are. It merely inquires. Will any president of the United States ever again be content to be merely president of the United States?

After Caius Julius Cæsar Octavianus what?

Will the parochial limits of the United States ever content the boy in breeches who, destined to lead, is speculating whether he ever could be president? President of what? Of these United States with their limited bounda-

> ries? Or a president of mandates? President of the world?
>
> There is a thought for the fond American mother to consider as she watches her yellow-haired boy at prayer at her knees. He may be president of the world, with a mandate in Armenia and one in Ireland, with a mandate in China and one in Russia, with mandates everywhere and no horizon except the ether.
>
> Somewhere in the period of the glory of our spreading purple there may arise a Diocletian who may turn sour on the world and all its mandates and want merely to go home to Dalmatia, mind his own business, and raise cabbages, but what a glory in the spreading purple before he comes. And he will not establish a precedent but merely express a personal distaste for so large a thing as the world.

When Blood Must Be Drawn.—Sharp weapons lie ready to the editor's hand, but must be used with caution in remembrance of what happens to him who takes the sword.

John Fiske, one of the most persuasive of writers, had this to say of the most effective way to argue people out of wrong views and into right ones: "Not by wounding prejudices is the cause of truth most efficiently served. Men do not give up false or inadequate beliefs by hearing them scoffed at or harshly criticized. They give them up only when they have been taught truths with which the false or inadequate beliefs are incompatible."

Nevertheless, as Mr. Fiske himself demonstrated on occasion, if a sword must be used, it should not be

handled like a feather duster. Some of the keen-edged instruments of style are:

1. *Innuendo.*—Perhaps the most subtle of all. Of questionable value because it is likely to escape many readers, and because a large proportion of those who do appreciate may resent it through a natural dislike for hints and covert suggestions. Nevertheless few hard fought political campaigns are free from innuendos aimed at the opposition by editorial writers. Insinuations of corruption in public affairs, sly hints at private immoralities, implications of bad motives—all uttered, as it were, in whispers or with an appearance of the most innocent intentions—disfigure editorial pages when political controversy grows warm. One of the least objectionable, and yet effective, forms of innuendo is the printing of a fable of Æsop, or other selection, which applies to a local situation. Readers enjoy its aptness.

2. *Satire.*—Effective especially in throwing light on the evils or weaknesses in institutions, conventions, or customs. Injects spice into style, and when the subject warrants its use, is an excellent means of increasing the readability of an editorial.

When actors in New York went on a strike to force concessions from managers, the *Times* assumed a tone of not unkindly satire in the following editorial.

ACTING ON THE SIDEWALK

Loyal members of the Actors' Equity Association should not permit their instincts as comedians to get the better of their plain duty as strikers. Pooh-

Bah is one of the fattest parts known to the stage, but it should be confined to the stage. It does not speed the great cause when two actors, who happen to be also managers, appear on the sidewalk and confide to the populace the extreme embarrassment which they would suffer in both capacities if they permitted themselves as actors to break their contracts with themselves as managers. Again when an able and aerial funmaker diverts the public at the foot of the elevator by his protests of undying fealty to the cause of Equity, and then ascends the lift to resume his place on the stage above, he must expect his triumphant manager to bill him henceforth as Edward Recantor. Sabotage may have its place in the program of the workingman, but few will take seriously the threat of a leading lady to ruin the productions in which she appears by secretly neglecting to powder her nose. Such tactics may temporarily induce the public to prefer the performances on the sidewalk to those within; but the dictatorship of the proletariat is a serious cause or it is nothing.

There is the question, furthermore, of casualties among innocent bystanders. Already it is reported that one unsuspecting citizen, exercising his undoubted right to walk by a theater entrance, exploded with laughter. Things have come to an intolerable pass when it is not safe for inhabitants of this metropolis either to ride or to walk. To the discerning observer the strategy of the Equity Association is obvious. Teamplay is the strikers' watchword. But let the actors remember that the Devil Dogs of the regular army have returned. If matters are allowed to come to a crisis, it will be their stern and solemn duty to suppress this riot of jocularity. Oliver Wendell Holmes was a wise man no less

than a witty one. As strikers, certainly, our Thespians will do well to heed his precept and never dare to be as funny as they can.

One element in the populace, and by no means an inconsiderable element, has thus far succeeded in taking the crisis seriously. The chorus girls are forming a union which is to petition humbly for affiliation with the Equity Association, under the American Federation of Labor. Even if the strike continues to grow, it is manifestly impossible that they should all receive speaking parts, so the accession of strength to the strikers may be considerable. We should be loath to take sides in the great conflict; but from the point of view of the most detached and philosophic observer it is obvious that the strongest fortress of the striker is the absence, or at least the temporary abeyance, of the sense of humor.

A bit of ironical satire from the Cleveland *Press:*

100 PER CENT FREEDOM

An increase of 100 per cent in the cost of men's clothing is coming. Kick? No, sir! We kick on 100 per cent rise in bacon, butter, eggs and other marvels that go into us, but not on this rise in costs of clothes, because the designers provide a compensation for the lovely hold-up. "Gaudy things in Alice blue, orange and similar brilliant hues will be the vogue," to quote the designers.

What care we for 100 per cent, when we can waft ourself down to the office in orange coat, vest of Alice blue and sunflower trousers? The whole range of "brilliant hues" will be open to us, and we'll lay our 100 per cent on the altar without a sniffle or complaint.

> Doggone it! The confinement to somber hues has been a thorn in our side all our life. Years we have worn the aspect of the smoky bat, while mother, sister and daughter have scintillated with hues. No more the "tone" of the lowly burro. The vain butterfly shall dodge our trousers swinging on the family clothes line and the conceited rainbow shall weep floods of envy in the presence of our resplendent vest.
>
> Cost? Is there any price too high to pay for freedom from female criticism of our "color tone"? And you can bet that the females won't criticize, if we're only in vogue, whatever our "tone."

3. *Irony.*—A highly distinctive form, easy to employ because it involves little more than inverting statements so that they say the opposite of what they mean. This two-edged weapon should be chosen with reluctance. Irony seems to carry with it a sneer, and it is difficult, in such a case, to be sure of the sympathy of the readers.

The Kansas City *Star* grows ironical at the attitude of some of the citizens of that town. Perhaps the effect was salutary.

> "HURTING THE TOWN."
>
> Isn't it about time an understanding should be reached as to what really "hurts the town"?
>
> * * * * *
>
> The extreme solicitude of certain men for the welfare of Kansas City is, indeed, beautiful to behold. They are ready to forgive public service corporations any sin of omission or commission

so long as they manage to keep up appearances and keep going. It would never do to let bondholders or stockholders lose anything by a showdown, because that would attract attention and "hurt the town."

It wouldn't hurt the town, of course, for Kansas City to have the highest street railway fare of any city in the country.

* * * * *

It doesn't hurt the town to have the transportation system of the city so mismanaged that its service often is an outrage on the community and an astonishment to the stranger within the gates.

It doesn't hurt the town when the street railway company spends its revenues to put over one-sided franchises and to finance costly reorganizations and then fails to live up to the terms of contracts thus procured, on the ground that the management cannot make ends meet.

Certainly not. These things are good and wholesome for the city and the people who must use the street cars, and, of course, they constitute the best possible advertisement at a time when competition among rival cities is particularly keen.

The Emporia *Gazette* indulges its skepticism in ironical vein thus:

A MOLLOW HOCKERY

Three investigations have started in Chicago to fix the blame for the blimp disaster. Fine business!

Those who remember how many guilty men were hanged for the Iriquois fire will quiver with terror at the outcome

of these three investigations. And the same huzzahs of approval that greeted the hanging of the men responsible for the Eastland drowning will rise when the ruthless arm of the Chicago law grips the blimp gang by the throat. Three separate investigations, city, state and federal, always are required in Chicago to save the face of the town.

What a Chinese village it is—that Chicago!

4. *Sarcasm.*—Coarser and more brutal than satire or irony, sarcasm is the weapon too frequently chosen by the inexperienced. Its derivative meaning, tearing the flesh, expresses well its characteristics. As compared with the poisoned dart of innuendo, the rapier of satire, the double-edged sword of irony, sarcasm is the broad ax. Its indiscriminate use is more likely to create sympathy for the person attacked than otherwise.

Considering the objects of the following sarcastic remarks in the Cleveland *Press,* there is probably no danger of boomerang effects:

ON SOLID GROUND

An honest profiteer is the strangest work of God.

Come now some shoe manufacturers with the declaration that prices of footwear are going to rise and that high prices are "due to depletion of stocks, the prosperity of the country, and European buying."

The people have the prosperity, so soak 'em! Isn't it refreshing in these dubious times of commercial hypocrisy, to hear one gang come right out and

declare that they're going to gouge because the gouging is good?

Of course, there may be some depletion of stocks and Europe may be buying, but how puerile such excuses when there is ready to hand the magnificent ground for a hold-up in the fact that Mr. Common Victim still has money in his pocket! Forsooth, you don't hear of burglars breaking into poorhouses, or highwaymen holding up tramps, do you? Certainly not.

Always put your pistol at the head of prosperous folks. Those boot and shoe fellows are to be thanked for peeling the camouflage off the going business process.

5. *Ridicule.*—Nothing but the wheel of torture adequately represents this form of writing or speaking. The normal human being can endure almost anything easier than to be made ridiculous. Here, again, the editorial writer, even though he is sure that the object of his attack deserves such treatment, will employ ridicule with care knowing that its general effect is liable to be the opposite of what he desires. Particularly will he avoid this tone in referring to anything which men or women anywhere hold sacred. This from the New York *Sun:*

IT WILL NOT WORK

Here is an impudent young fellow who thinks to make use of the *Sun* to proclaim his false pretenses and secure his discreditable object:

"I am a young man, good looking, have an income of three thousand a year. I would like a wife. She must be a

good housekeeper and a loving wife; must be good looking and respectable, and an American girl.

"P. S.—Answer in person or by letter.

"Put this in a conspicuous place."

Yes, young man, we will put it in a conspicuous place, and we would publish your name and address also, as you expected us to do, if it were not that we would thus assist you in your miserable game.

An income of $3,000 a year! You are lucky if you have $300 a year; but even your small pecuniary resources must be large enough to enable you to get the schooling you need. Your handwriting is the handwriting of a boy of twelve, and the best thing you can do is to improve your leisure by going to some evening school, instead of loafing around beer saloons and street corners, as you probably do. There you will learn something of value to you, and, if you are as smart as you think you are, at some future time, perhaps, you may get the income which you falsely pretend you now have. Then, when you deserve a good wife, you will have no difficulty in getting one, for girls who satisfy the conditions you lay down are plenty. In Brooklyn, where you live, there are many thousands of them, but they are not to be caught by such a cheap trick as that you thought to play on us. No girl of any sense pays the least attention to an advertisement like yours, to which you were impudent enough to suppose that you could humbug us into giving free and prominent publication.

We are sorry to say that you are a specimen of a great lot of young fellows in all large towns, who are a constant cause of anxiety to their parents because of their general worthlessness, and a source of danger and annoyance to decent girls because of

> their lack of principle. Doubtless your wife would need to be a good housekeeper, provident and self-denying, for she would probably have to keep you. The more loving she was the worse it would be for her, since you would impose on her affectionate fidelity.
>
> Such is our answer to your impudent letter, young man.

6. *Invective.*—In a series like the foregoing, proceeding from the most subtle to the least so, vituperation stands last. It is direct, undisguised abuse. The only reason for mentioning it here is to state the opinion that no editorial writer ever gains anything by using it. It is sure to disgust readers. They are not equipped with mud guards.

The days of editorial wars have practically passed. Any American editor of the past who might return to metropolitan journalism to-day and introduce into his columns the sort of personal abuse which he was accustomed to deal out in the "good old days" would speedily become an object of pity and contempt. Only in country journalism, where a few of the old type of dog-fight editors still flourish, could he find refuge; and the day is not far when he would find no place at all in the journalism of this country. Such personalities as the following, directed by Webb, of the *Courier and Enquirer,* at Greeley of the *Tribune,* were common in the last century:

> The editor of the *Tribune* would have all the world live upon branbread and sawdust. He seeks for notoriety by pretending to great eccentricity of character and habits, and by the strangeness

> of his theories and practices; we, on the contrary, are content with following the beaten path, and accomplishing the good we can, in the old-fashioned way. He lays claim to greatness by wandering through the streets with a hat double the size of his head, a coat after the fashion of Jacob's of old, with one leg of his pantaloons inside and the other outside of his boot, and with boots all bespattered with mud, or possibly a shoe on one foot and boot on the other, and glorying in an unwashed and unshaven person.

To which Greeley replied:

> It is true that the Editor of the *Tribune* chooses mainly (not entirely) vegetable food; but he never troubles his readers on the subject; it does not worry them; why should it concern the Colonel? It is hard for philosophy that so humble a man shall be made to stand as its exemplar, while Christianity is personified by the hero of the Sunday duel with Hon. Tom Marshall; but such luck will happen. As to our personal appearance, it does seem time that we should say something. Some donkey, a while ago, apparently anxious to assail or annoy the Editor of this paper, and not well knowing with what, originated the story of his carelessness of personal appearance; and since then, every blockhead of the same disposition, and distressed by a similar lack of ideas, has repeated and exaggerated the folly, until, from its origin in the Albany *Microscope,* it has sunk down at last to the columns of the *Courier and Enquirer,* growing more absurd at every landing. Yet, all this time, the object of this silly raillery has doubtless worn better clothes than two-thirds of those who assailed him—better than any of them could

> honestly wear if they paid their debts otherwise than by bankruptcy; while, if they are indeed more cleanly than he, they must bathe very thoroughly not less than twice every day. The Editor of the *Tribune* is the son of a poor and humble farmer; came to New York a minor, without a friend within two hundred miles, less than ten dollars in his pocket, and precious little besides; he has never had a dollar from a relative, and has, for years, labored under a load of debt. Henceforth he may be able to make a better show, if deemed essential by his friends; for himself he has not much time or thought to bestow on the matter. That he ever affected eccentricity is most untrue; and certainly no costume he ever appeared in, would create such a sensation in Broadway, as that James Watson Webb would have worn, but for the clemency of Gov. Seward. Heaven grant our assailant may never hang with such weight on another Whig executive!—We drop him.

Or Greeley's retort to Bryant, "You lie, villain! Willfully, wickedly, basely lie!" And his description of Bennett as a "low mouthed, blatant, witless scoundrel."

The wise editor knows, perhaps through experience, that when he is attacked it is neither fair to himself nor his readers to start a "war." He either ignores the onslaught or meets it in the spirit of the following from the Emporia (Kansas) *Gazette:*

> "BADLY OVERESTIMATED"
>
> A heart-searching young gentleman correspondent for a Stafford County paper from Topeka, writes to his home paper that the editor of the *Gazette* is

"badly overestimated." Perhaps that may be in Topeka and in Stafford County, but here in Lyon County, in Emporia, and in the Fourth Ward in particular, they have the person in question cut down to an equitable basis, with all the water, air and fizz squeezed out. As a result he gets the everlasting daylights kicked out of him in about three primaries out of five, and is used for a door-mat, whenever the fellows feel that they should clean their feet. A favorite game up in the ward is to put the head of the editor of this great home favorite through a hole in a blanket and offer a prize for the fellow who can hit it the most times in a county convention—"every time you hit the baby you get a fine cigar." And there is always a scramble for a throw.

The young gentleman from Stafford may have the truth about the estimation of the *Gazette's* editor in Topeka and Stafford and other remote parts of the solar system, but here in Emporia they know the facts; what is more, there is an interesting family in the northeast end of the Fourth ward that also knows the facts—the cold, clammy, uncomfortable facts, and there are times when the said family hereinbefore described and above-mentioned does not hesitate to let in the light, and a certain pussy little man with the buff showing through the top of his hair, is rudely and coldly exposed to the withering truth; at such times the kink comes out of his backbone, the bulge out of his breast, the starch melts out of his knees, and before the shrinking is done he has to tiptoe to look over his shoetops into a hard, disenchanted world.

If the Stafford county journalist will come to Emporia he can learn something to his advantage about this overestimation business.

William Allen White, the writer of the foregoing, has a theory that in a political contest it is often the duty of the editor to draw the fire of the opposition to himself in order to protect his candidates. "Punishment" is apparently this editor's meat and drink.

Comment on the use of too strong a word in an editorial was made in several newspapers following the decision in the libel suit of Henry Ford against the Chicago *Tribune*. (The *Tribune* called Mr. Ford an anarchist. Mr. Ford sued the *Tribune* for libel, asking one million dollars damages. The jury found the paper guilty of libel and awarded the plaintiff six cents.) The following is from an editorial in the Topeka *Capital:*

> "Newspapers," says the New York *Evening Post,* "sometimes fall into unintended or inadvertent libels. But this excuse was not pleaded by the Chicago *Tribune.* Its attack on Henry Ford was deliberate and studied. It knew perfectly the risk it was taking. Now it has had a rather costly education in the danger of throwing libelous epithets, instead of reasons, at a private citizen."
>
> That is the actual significance of the case. More and more newspapers have come to learn that no matter how zealous their belief in any disputed matter, they gain nothing by arguing with hard words and bad temper instead of reason. Calling people names is a practice that most newspapers have outgrown. If they can not convince or influence public opinion by reason, they can not hope to do so by applying epithets to those with whom they do not agree. Every newspaper editor receives letters, usually anonymous, applying every sort

> of epithet to him and his opinions, but the effect of this common experience is to convince him of the uselessness for any purpose of merely "calling names." The *Tribune* in its zeal denounced Henry Ford as an anarchist and implied at least that he is an enemy of the government and country. It would have got further by replying to his arguments and showing up the fallaciousness of his views.

Once in a while, however, is an instance in which an editor feels, justly, that heroic remedies must be applied. Such was the case when William Allen White, in 1896, wrote an editorial that was notable in political history, on "What's the Matter with Kansas?" This editorial in the Emporia *Gazette,* after pointing out that for several years Kansas had been losing in population, wealth and reputation abroad, undertook to explain why. The following are characteristic paragraphs full of epithets and irony:

> What's the matter with Kansas?
>
> We all know; yet here we are at it again. We have an old mossback Jacksonian who snorts and howls because there is a bath tub in the statehouse; we are running that old jay for governor. We have another shabby, wild-eyed, rattlebrained fanatic who has said openly in a dozen speeches that "the rights of the user are paramount to the rights of the owner"; we are running him for chief justice, so that capital will come tumbling over itself to get into the state. We have raked the old ash heap of failure in the state and found an old human hoopskirt who has failed as an editor, who has failed as a teacher, and we are going to run him

for congressman-at-large. He will help the looks of the Kansas delegation at Washington. Then we have discovered a kid without a law practice and have decided to run him for attorney general. Then, for fear some hint that the state had become respectable might percolate through the civilized portions of the nation, we have decided to send three or four harpies out lecturing, telling the people that Kansas is raising hell and letting the corn go to weeds.

Oh, this is a state to be proud of! We are a people who can hold up our heads! What we need here is less capital, fewer white shirts and brains, fewer men with business judgment, and more of those fellows who boast that they are "just ordinary clodhoppers," but they know more in a minute about finance than John Sherman; we need more men who are "posted," who can bellow about the crime of '73, who hate prosperity, and who think because a man believes in national honor, he is a tool of Wall Street. We have had a few of them, some 150,000—but we need more. We need several thousand gibbering idiots to scream about the "Great Red Dragon" of Lombard Street. We don't need population, we don't need wealth, we don't need standing in the nation, we don't need cities on the fertile prairies; you bet we don't! What we are after is the money power. Because we have become poorer and ornerier and meaner than a spavined, distempered mule, we, the people of Kansas, promise to kick; we don't care to build up, we wish to tear down.

Many war editorials were naturally of a denunciatory type. One entitled "Deadly Danger," written by Elmer T. Peterson of the Wichita *Beacon,* was chosen

as the "gold medal editorial" in a contest conducted in 1918 by the trade paper, *Editor and Publisher.*

Another Powerful Element.—Entirely unlike the foregoing six sharp weapons of attack, except that it is a special form adapted to attaining certain particular ends, is pathos. Like humor—which is sufficiently discussed elsewhere in speaking of the entertainment type of editorial and in the chapter on paragraphers—it lends a characteristic tone to the editorial and is an element that no well-balanced editorial page will lack.

The following from the Kansas City *Star* is an example of this "human interest" variety of the interpretive editorial:

ONLY A DOG

GREELEY, COLO.—Despairing of ever again seeing their little house dog, which had been missing for several days, Mr. and Mrs. J. E. Bowers drove out to Linn Grove Cemetery to place flowers on the grave of their baby, who died a few months ago. There on the tiny mound they found the dog asleep and almost exhausted from grief and hunger. —*News Dispatch.*

Yet it was "only a dog" keeping the love vigil under the stars in Linn Grove Cemetery.

The Bowers family, no doubt, had been criticized for keeping it around the house. Indignant highbrows, quite possibly, had written letters to the Greeley papers to protest that there were "too many worthless curs in this town." There was nothing inviting about it, perhaps, to look at. It barked at the milkman and made life a burden for the iceman. Occasionally it chased the

neighbor's cat up a tree, and when it found nobody to annoy, and the baby was asleep, it amused itself by scratching its ears—in public. Members of the women's clubs wondered "what the Bowers family meant" by lavishing affection on such a dog.

But the Bowers baby and the Bowers dog didn't mind what the highbrows said or what the club women thought. They rolled on the floor together, and the baby roughed the dog's wool, pulled its ears and twisted its tail. If the iceman or the milkman had tried that familiarity there would have been trouble. But the iceman and the milkman and the club women and the highbrows, who hate dogs, couldn't understand the loyalty that bound the Bowers dog to the Bowers baby. It was "only a dog" to them.

And when the Bowers baby died there was sympathy for all the family. Neighbors called to offer condolence and to do all they could to heal the sorely wounded hearts. Nobody, however, thought of the baby's playfellow, the Bowers dog. No one gave a thought to him as he wandered through the house alone looking for the companion that had roughed his wool and pulled his ears; listening for the voice that had commanded him to obedience, even though it had talked in baby prattle. No one paid attention to the wistful, wondering look in the eyes of the Bowers dog as he went from one to another, seeking in dumb, dog-fashion, an explanation of the mystery of mysteries that had robbed him of his playmate. He was only a dog.

When the Bowers baby was taken from the house by strange hands—they never would have touched the baby in other days, with the dog standing guard—and the silent, solemn procession left

the Bowers home for that sad journey to Linn Grove Cemetery, nobody bestowed so much as a look upon the Bowers dog. Why should they? He was only a dog.

And the procession from Linn Grove Cemetery wended home again. The Bowers family and the relatives and the sympathizing friends and the minister. The little Bowers baby was left there in a new made grave—but not alone. When the last human friend had left the little mound there came a watchman to keep vigil, a watchman prompted by a love and loyalty that passes human ken. It was the Bowers dog.

In his way the dog had solved the mystery. They found him there, three days later, exhausted, the dispatch reads, "from grief and hunger," but faithful still, keeping watch over the dead.

Let the scientists tell us that, being only a dog, he could not have been moved by a sense of affection—and let scientists go hang.

For there is the Bowers dog.

Editor Not an Autocrat.—A style which might be characterized as dictatorial will hardly enhance the influence of an editor. Few people enjoy being lectured by one who assumes that he is saying the last word on the subject. Few readers enjoy the implication that if they do not agree with the editorial point of view, they are fools or crooks. Such an attitude may appeal to the writer himself as a most enjoyable luxury, but it is undoubtedly an expensive one. It is an indulgence of egotism. It is liable to beget bigotry and to dissipate any hope that an editorial writer will become anything more than a space filler.

THE CHRISTIAN SCIENCE MONITOR

"First the blade, then the ear, then the full grain in the ear"

BOSTON, U.S.A., THURSDAY MARCH 25, 1920

EDITORIALS

Shadows

THE after crop of rumors which follows a revolution, is usually very much in proportion to the crop of rumors accompanying it. Thus, today, anybody who reads the stories, pouring from the continent of Europe to all other parts of the world, may find almost exactly what he would like personally to believe. Every individual and every agency seems to be telling the story which confirms most completely his or its own point of view, and, curiously enough, it is easily possible to do this almost in complete good faith, partially because the human intelligence has a way of seeing what it desires to see, and partially because it naturally accepts conclusions which square with its own theories.

In any case the individual should manfest the same reserve of judgment which is demanded from governments, and the decision of the governments of London and of Rome not to be rushed precipitately into an occupation of the neutral zone of the Ruhr, is an extremely wise one. No doubt the government of Paris, with the Ruhr, so to speak, pressing on its own frontier, looks rather differently at the situation and may be forgiven for desiring a more strenuous way of dealing with it. From any point of view, however the government in Paris will probably gradually come to see that it is best for the Germans to enslavor to restore order for themselves in the Ruhr district. If there is fighting to be done with Spartacists or any others, it is far better that the fighting should be done by German troops, and not by the troops of the Allies. At the same time if it should develop, which, in the circumstances seems improbable, that the Berlin government has been guilty of treachery, and that the disturbances of the Ruhr district are being made a cloak for the extension of its military power, and for the garrisoning of the frontier, a situation would be created which would be an entirely different one and one with which the Supreme Council would be forced to deal.

The motto. Sufficient unto the day is the evil thereof is probably exactly fitted to the requirements of the present occasion and if a moiety of the stories of the internal troubles with which Germany is faced, and which are being so lavishly provided for the readers of the papers in other countries, are true, then Germain's hands must be sufficiently full to make any military demonstration against the Allies in the Ruhr district an almost unbelievable contingency. At the same [illegible]

repeatedly in these columns, the attitude of Italy in the matter of the Dodecanesos. For decades Italy has been pursuing a policy and a legitimate policy for the restoration of what is known as "unredeemed Italy" to her flag, and for the purpose of restoring the Italians in those districts which have been separated from the mother land to the national fold. A precisely similar policy has been pursued simultaneously by Greece toward "unredeemed Hellas." The population of the Islands is even more overwhelmingly Greek than the population of "unredeemed Italy" is Italian. Yet, at the very moment when Italy has succeeded in freeing Italy from the grip of Austria, she takes the opportunity of transferring "unredeemed Greece" from the grip of the Turk to her own grip. Every country except Italy can see exactly what this means. Yet so overwhelming is the mesmerism of what is falsely described as patriotism, that the government in Rome is drifting into a position with regard to Greece which is the very one lately occupied by the government in Vienna with regard to Italy, and which has been so largely instrumental in bringing about the downfall of Vienna.

In such circumstances no one phase of the world's disturbances should be allowed to efface another in popular interest. A just settlement in Berlin is essential to the peace of the world. But not one atom more essential, because Germany is bigger and stronger, than a just decision in the affairs of Armenia and of Greece.

Lord Sinha's Visit to India

LORD SINHA'S present visit to India is certainly well-timed. For India, at the moment, is very much in need of just that renewed touch with the rest of the British Commonwealth which the Undersecretary of State is so well able to afford. With conditions in Europe and immediately beyond its borders engaging the attention of the world, India, for many months past, has been left very much to herself, and she has judged herself, and, in turn, been judged rather by the uproar of the comparatively few, than by the steady loyalty and welcome sanity of the vast majority.

Unrest in India, during the past year, has been serious. As Lord Chelmsford declared to the Imperial Legislative Council, some time ago, no one who had the responsibility of dealing with the situation which developed last spring would ever be likely to forget the issue which had to be faced. Nevertheless, the fact remains that whenever India is afforded an opportunity for showing her deep fundamental loyalty to the British Commonwealth she takes advantage of it with the utmost thoroughness. The loyalty of India in the early days of the war and, as far as the great mass of the country was concerned, all through the war, is a stubborn history

instances of such prices. Better still, it is fair to assume that if recourse to the courts through the bringing of a suit is at present a method not readily open to all, who suffer from extortionate prices, relief might come through the establishment of courts specially authorized to deal with extortionate prices in a simpler way.

To set up such courts would seem to be only a step from the establishment of courts of industrial relations, such as the one which has been successfully and advantageously established in Kansas since the beginning of the current year. If courts of industrial relations can give quick relief from the injustice of unfair industrial impositions, whether by employers or by employees, why could not courts of fair prices provide quick relief from the injustice now discoverable in the fixing of the cost, to the consumer, of such things as food, fuel, and clothing? Perhaps such things as transportation and light ought to be included, as well, for although public service commissions have been presumed to look after the public interest in these matters, the corporations have discovered that by subjecting themselves to so-called "public management," through legislation putting them under the nominal direction of public trustees, the public service commissions can be prevented from exercising any real authority over them. Still, if the man who should feel himself victimized by the charges levied against him by butcher or baker, coal dealer or clothier, could readily take his grievance into court and have the charges there reviewed, much of the profiteering from which the public is suffering would fade away.

One of the main points of contention in every question of prices is the reasonable doubt as to what is really fair. In the old days, a fair price was one that allowed the seller a margin above all his costs sufficient to give him a proper living. Nowadays, the costs are certainly greater than they used to be, but what dealers now look upon as "a living" involves many things beyond those which dealers of old thought it reasonable to expect. Thus it has become almost a matter of custom to charge "what the traffic will bear" without much regard to the width of the margin. More of the older fashion of dealing would be encouraged if there were Courts of Fair Prices. Certainly the opportunity for a speedy review of a contested price, and determination as to whether it were fair or not, would help the situation. Dealers would hardly rest easy in the face of the opportunity for customers to appeal to court authority, and court review of prices would tend to bring a steadier judgment amongst dealers as to how much margin is requisite to give them "a living." Not that courts of such a sort would be of any great importance in establishing what is, or is not, legal. Determination of the law would be, of course, by the higher courts, through appeal. But the courts of first instance, those that should deal with prices like those which now

denying the fact that the eyes of the world are still turned in the direction of Washington. The call of humanity, in its pleading for the promised day of the "new freedom," is as insistent now as heretofore. The "day of dedication" is fast passing, and the age-old problem, new in the changed perspective of the man in the White House on March 4, seven years ago, remains unsolved.

Editorial Notes

IF THE issue involved were not so far-reaching a hearing such as that recently held before the Committee on Public Health of the Massachusetts Legislature, in Boston, would do little else than arouse a smile. And perhaps, after all, a hearty laugh would do as much as anything else to dispose of the entire subject of compulsory vaccination. The wild, unproven and unprovable assertions which the proponents of the system launch forth as facts have been relegated so often that it is really a wonder that their advocates have the temerity to bring them up over and over again as they do. Moreover, there is far more truth than appears on the surface in the statement made by an opponent of the practice that the real reason for the decrease in the number of cases reported is the development of the plumbing business! So this as it may, however, one thing is absolutely certain, and that is that it is not the development of the vaccination business!

A NEW view concerning the supposed necessity of tipping has recently been given by a porter on a British railway. He points out, in an article in a London periodical, that a porter's wage, when he reaches the age of eighteen, now compares favorably with the salary of his school-teacher. Not only is the porter in many cases better off financially, because having his uniform provided, free railway passes, and other privileges, but he does not have to go through a long and expensive course of training. This porter's object was to show that it is not necessary for a passenger to tip a porter for simply doing what he is paid for. The amount of tips which this man says he received during the first fortnight of January varied from 3s 6d to 17s 6d a day, and the total for the thirteen days amounted to £5 18s 9½d, or an average for a week of £2 19s 4½d. Now, his wage was £3 a week, so his total week's income, including tips, amounted to £5 19s 4½d., against an average young school-teacher's salary of only £120 a year, or about £2 6s 2d. a week. There must be many a man, who feels constrained to tip a porter, whose weekly earnings are less than those of the man he tips. It seems to be time that people should stop this quite unnecessary and debasing habit.

TWELVE years ago a Miss Sayle started a lending

Rather, the judicious editor will take care to afford his reader a sense of discovery.

Applied too broadly, this practice in writing would make of the editor nothing but a mouthpiece for others. That is not the meaning of the principle. It goes no further than to recommend that the editor avoid exaltation of himself; that he choose phraseology which admits the reader ás a participant in considering the question in hand. A conclusion which the reader feels that he himself has formed is ten times as compelling as one handed to him ready-made. For instance, given the facts about a man, the reader will apply the right label; but if the editor applies the label, the reader instinctively questions his motive—the label does not stick.

Avoid the Editorial "We."—Perhaps here, reference may be made in passing to the unfortunate practice, now obsolescent, of using the personal "we" as a term of reference to the editor or the paper. It is artificial and ridiculous and has always been a mannerism inviting jeers. A very little ingenuity will enable any writer to avoid its use. The reader of editorials does not need to be told that the opinions are "ours." It is preferable to introduce the name of the paper, if the need seems desperate. The only excuse for reference to the editor is to lend a touch of humor, as in some such expression as this, often found in smaller newspapers, "the editor of this moral guide and bearer of intelligence."

Deadening Effect of Commonplaceness.—The unpardonable sin of style is the use of stereotyped ex-

pressions and hackneyed words. The temptation to use them is too strong to be resisted by a lazy writer. They always lie conveniently at hand; but so far as actually carrying across to the reader any real meaning, they are futile. No reader's interest can survive an attack with these deadening instruments. One is almost moved to say that the opposite extreme—the use of unusual, even freakish, forms of expression—is preferable.

True, great men are often guilty of commonplaceness; but that need not recommend it to smaller men who lack the marvelous compensating qualities of the great. The following extract from an editorial in the New York *Evening Post* is an illuminating discussion of this aspect of style:

"The greatest master of platitude since George Washington." This was the characterization of Grover Cleveland, at the height of his fame, made by Abram S. Hewitt. But Mr. Hewitt did not live to see the maturing of Mr. Roosevelt's greater genius in the use of the commonplace.

* * * * * * *

The men named might well furnish concrete illustrations to a teacher, or an essayist, pointing out the dangers, as well as the possibilities, of great success, in the use of ordinary routine thoughts and sentiments by public men.

Mr. Cleveland's ponderous style in the enforcement of the obvious was often mocked at by the light-minded. They made fun of his heavy-footed phrases, of his earnest insistence upon everyday virtues. But the effect was by no means ridiculous. Mr. Hewitt was half-envious and nearly all admiring when he called Cleveland a master of

platitude. To make use of it so as to achieve great results—ah! that is the art which is the despair of many aspiring politicians.

Behind the common thoughts and undistinguished style of President Cleveland lay the weight of his rugged character. When he solemnly declared that public officials should devote themselves diligently to the service of the country, people did not laugh, because they saw that he believed implicitly what he said and acted upon it himself, giving to his own duties an industry that was at times cruel and a determination that was iron. He could exhort his fellow citizens to practice the undisputed civic virtues because they saw the unusual man behind the usual words.

With Roosevelt, the commonplace took on the air of extreme novelty. This was because he was able to impart to it such energy and passion. He did not content himself with the bare statement that children ought to love their fathers and mothers. In his hands the obvious became a flaming sword. He would wave it vehemently above his head and defy the world to deny that crime ought to be punished and virtue rewarded. Such zest and joy did he put into his vigorous enunciations of what all sane men agree to be true, that he somehow appeared, even when uttering platitudes, as a great moral and political discoverer. His explosive and resounding phrases, the mighty thwacks which he laid on the backs of his imaginary mollycoddles and milksops, helped to keep the people attent to his thunderings of the commonplace. Mr. Roosevelt attained a skill and triumph in that sort of mastery of platitude which leave all his competitors and rivals nowhere. . . . If, as the old writers contended, eloquence is a virtue in the sense that it requires virtues

in the orator to make him eloquent, we may be sure that high mental talents and a rush of soul are necessary in the man who is to be successful as a public exhorter in the commonplace.

Beware of Words.—One of the curses of the editorial page is a wordy style. Refinement of expression, by which is meant that trimming, modifying, and shaping of the language to express delicate shades of thought, is not without its special merit; but the use of more words than necessary, and larger words than necessary—the spectacular juggling with words—conflicts with the attainment of any serious editorial purpose. Many editorial writers—and by no means beginners only—need to go through their copy once solely to cut out needless words and to substitute, where possible, words of smaller dimensions.

Since quotations embodying criticism of two former Presidents have been introduced, an editorial from the New York *Globe* touching the subject of wordiness as practiced by President Wilson may be quoted:

Posterity will judge President Wilson's acts more leniently than some of his present-day critics do, and his words somewhat more severely. It is now impossible to ascertain just how the tradition started that Mr. Wilson has a beautiful literary style. Possibly the knowledge that he had been a college professor led many people to look for the literary quality in him, and to find it because they looked for it. He has a way, indeed, of leading his auditors into an Elysian field where the angularities of life are momentarily rounded off and hard realities diluted

with phrases until they cease to trouble. But a careful reader of his speeches, escaping this illusion, will find in them an irritating evasion of the actual difficulties of the subjects, and this is achieved at the cost of the basic qualities of a good literary style.

Good style is concise, and Mr. Wilson is never concise. Take a random passage from his address at President Poincaré's dinner. "A new thing that has happened is that we have translated our common principles and our common purposes into a common plan." Of this sentence the first eight words are unnecessary. Four others (let the reader choose for himself) could be omitted with advantage. Take another sentence: "Sometimes the work of the conference has seemed to go very slowly indeed." Here are two words which not only add to the length of the phrase, but actually weaken it.

Good style is direct, and Mr. Wilson is too seldom direct. Thus he says of his associates upon the conference board: "We have been constantly in the presence of each other's minds and motives and characters, and the comradeships which are based upon that sort of knowledge are sure to be very much more intelligent not only, but to breed a much more intimate sympathy and comprehension than could otherwise be created." Even when allowance is made for the mistakes of a sleepy cable operator, this bulbous passage yields a scant juice of meaning.

Platitudes are the copper coin of speech, but Mr. Wilson says: "Friendship is a very good thing. Intimacy is a very enlightening thing." Insincerity robs even golden words of their charm, but Mr. Wilson tells his auditors, and through them an utterly incredulous America, that he

"has seemed to see the profit" in the disagreements that lengthened the work of the conference and prolonged the sufferings of Europe.

Mr. Wilson is tired and his Paris address was not the best he could do. But it is fair to say that the author of that address will live in history for other qualities than his literary craftsmanship.

Condemnation of a wordy style must not be misunderstood as advocacy of a simple vocabulary. Long or unusual words are often the most useful in saving many other words and in rendering the exact shade of meaning. To give the preference to simple words is, of course, excellent practice; but to write as casually as one talks is not desirable; and the writer who lacks words to embody thoughts is a pitiful object.

The "Megaphone" Style.—The style characterized by short sentences and short paragraphs, sometimes emphasized by typographical expedients such as the use of large type and wide columns, has been described by Professor F. N. Scott, of the University of Michigan, as the megaphone style. This term aptly sets forth its merit. When, by means of the voice, a man tries to deliver ideas to a great crowd, he uses the megaphone and discards long and involved sentences. There are times when a similar style of writing has decided advantages.

The following from the New York *Evening Journal* illustrates this vivid quality while at the same time setting forth one of the editor's notions as to the function of the editorial column:

TO EDITORIAL WRITERS—ADOPT RUSKIN'S MAIN IDEA

"His pen is rust, his bones are dust (or soon will be), his soul is with the saints, we trust."

Ruskin is to be buried in Westminster Abbey. It is a fine home for a dead man, with Chatham and his great son Pitt in one tomb, and the other great skeletons of a great race moldering side by side so neighborly.

The death of a wolf means a meal for the other wolves. The death of a great man means a meal—mental instead of physical—for those left behind. Wolves feed their stomachs—we feed our brains—on the dead.

There is many a meal for the hungry brain in Ruskin's remains. We offer now a light breakfast to that galaxy of American talent called "editorial writers."

Editorial writing may be defined in general as "the art of saying in a commonplace and inoffensive way what everybody knew long ago." There are a great many competent editorial writers, and the bittern carrying on his trade by the side of some swamp is about as influential as ten ordinary editorial writers rolled into one.

Why is it that we are so worthless, O editorial writers? Why do we produce such feeble results? Why do we talk daily through our newspapers to ten millions of people and yet have not influence to elect a dog catcher?

Simply because we want to sound wise, when that is impossible. Simply because we are foolish enough to think that commonplaces passed through our commonplace minds acquire some new value. We start off with a wrong notion. We think that we are going to lead, that we are going to remedy, that

we are going to do the public thinking for the public.

Sad nonsense. The best that the best editorial writer can achieve is to make the reader think for himself. At this point we ask our fellow editorial men—our superiors, of course—to adopt Ruskin's idea of a useful writer.

In a letter to Mrs. Carlyle, written when he was a young man, he outlined the purpose which he carried out, and which explains his usefulness to his fellow-men:

"I have a great hope of disturbing the public peace in various directions."

This was his way of saying that he hoped to stir up dissatisfaction, to provoke irritation, impatience and a determination to do better among the unfortunate. He did good, because he awoke thought in thousands of others, in millions of others.

Editorial writers, don't you know that stirring up dissatisfaction is the greatest work you can do?

Tell the poor man ten thousand times:

"There is no reason why you should be overworked. There is no reason why your children should be half-fed and half-educated. There is no reason why you should sweat to fatten others."

Tell them this often enough, stir up their determination sufficiently — they will find their own remedies.

If you want to drive out the handful of organized rogues that control politics and traffic in votes, don't talk smooth platitudes. Tell the people over and over again that the thieves are thieves, that they should be in jail, that honest government would mean happier citizens, that the individual citizen is responsible. Keep at it, and the country will be made better by those who alone can make it better—the people.

Hasten but Don't Hurry.—Style does not necessarily reflect the manner of writing, whether slow and painstaking or rapid and easy. Each individual will develop his own best method, but it is safe to say that rapidity should be striven for in the formative period of one's literary career. It is necessary that the editorial writer be able to put "go" and "dash" into what he says. But it is difficult to have much faith in advice along this line. James Barrie was once asked for a recipe for the production of newspaper copy. On a crumpled scrap of paper Barrie ventured only the following:

2 pipes equal 1 hour
2 hours equal 1 idea
1 idea equals 3 paragraphs
3 paragraphs equal 1 editorial

Speaking more seriously John J. Flinn says:

A great deal of nonsense is written and spoken of the "dashed off" editorial, as a great deal of nonsense is written and spoken of the "dashed off" essay, or poem. Newspaper men, it is true, achieve facility, are often gifted with the ability to produce good copy at great speed, but I have found no writers whose copy at first draft could not be improved by careful editing. The further along a practical, working newspaper man goes, the more desirous, the more solicitous, is he of opportunity to revise his manuscript and his proofs. Only the self-conceited, the self-satisfied, and, generally, the less efficient writers for the press object to revision.

Self-Expression.—A conscious effort to put one's personality into one's written discourse—to be one's self—is to be commended. Very likely those who deprecate self-consciousness are right. But in the case of many young writers, there seems to be a conscious effort to write like everybody else—to write like a book, as the phrase is. Any impulse towards an original form of expression seems to them but a temptation to break some of the rules which they have come to feel as limitations on freedom in writing. The young writer will profit by an occasional declaration of independence from multitudinous restrictions and a determination to be himself in what he writes.

Learning to Drive Other Models.—Not at all the same thing as "writing like everybody else" is the interesting adventure in style which one enters upon by writing in imitation of some one in particular. The adventurer writes an editorial, one day, after the manner of some one with whose work he is familiar and who uses a style that might be called abrupt, explosive, sensational. The next day, he imitates the sentimental, oleaginous style of some other popular favorite.

Successful imitation will require mastery of the secrets of the style attempted. This is tremendously valuable study. To appreciate just what gives a delightful originality, whimsical tone, or, perhaps, a stimulating flavor of gentle surprise, to the style of one writer, and to acquire skill in imitating it, is to enrich forever the experimenter's power of expression. Of course, no writer will consent to appropriate the mannerisms of another, even if mannerisms are worth

having. But to condemn an attempt to profit by what other writers have added to usage is as absurd as to object to the adoption of the accumulated facts of grammar or diction.

True it is that content is more important than form, that if an editor has something interesting to say readers will disregard shortcomings as to style. And it is also true that a newspaper office is hardly the place for a writer who regards style for its own sake. All this, however, leaves untouched the fact that the well-equipped editorial writer is the one who not only has something to say but also has the power of saying it so that people cannot help listening.

Re-iteration Has Its Use.—Consideration of the means by which editors get results would not be complete without reference to the importance of repetition. The advertiser understands it well. The most noticeable thing about all publicity campaigns is re-iteration. To be sure, it requires resourcefulness to handle the same matter day after day and always turn towards the reader a new and interesting phase of the subject. It requires ingenuity to know just what telling phrase may judiciously be elevated to the rank of a slogan and repeated verbatim on every occasion. But it can be done; is being done; is well worth doing.

CHAPTER VIII

PARAGRAPHS AND PARAGRAPHERS

Everybody is a paragrapher, that is to say, everybody likes to make concise and pointed comments on the news of the day. Some morning we learn from the headlines of our paper that the Atlantic has been crossed by an airplane. If there is any one near to whom a remark can be made, we straightway seek some expression bearing on the event. It may be only an exclamation; it may be an epigram, but it is something pointed.

The comments inspired by any bit of news represent all angles of approach. The same event appears in different light to almost every observer. The main difference between the casual commentator and the veteran paragrapher is that the latter is careful to choose a "slant" not entirely obvious or commonplace and uses great care as to form of phrasing.

Several thousand people read the story of a possible clew to the identity of an anarchist criminal. Perhaps in the case of only one person did reflection on the event take this form:

> One's favorite idea of the anarchist is jolted by the statement that a clew in the current bomb mystery is a laundry mark in a linen collar.

The news of the downfall of monarchy in Europe occasioned universal comment, but it perhaps occurred to only one paragrapher to remark that:

> If they keep on establishing republics in the old country at the present rate, pretty soon there won't be any titles left except in American lodge rooms.

When it was announced that the Chinese delegates refused to sign the treaty of peace at Versailles, the comment of one paragrapher was:

> Probably no one could have read the Chinese signatures anyway.

Striking a Rich Vein.—From time to time, especcially good subjects for pragraphers come over the horizon. Such was Kaiser Wilhelm. A fair sized book could be filled with the paragraphs aimed at the last of German emperors. The ingenuity displayed in discovering new points of attack is amazing. Another favorite object for paragraphers was John Barleycorn. It seemed to become almost a game to see who could discover some new way of looking at the advent of national prohibition.

There is, then, a distinct form of newspaper writing called paragraphing and the writing of such items calls for special aptitude.

No one will deny that some writers show unusual facility in making pointed comment, but this is not to say that a study of methods used by such writers and examination of the characteristics of the best para-

graphs will not help any one to make a beginning in this kind of writing. Whether or not one goes further with it will depend, as in everything else, on the results obtained.

Must Have High Candle Power.—Editorial pargraphs exemplify the extreme of condensation in editorial writing. Brevity, however, is not their distinguishing characteristic. A six-line editorial which is merely a plain statement of fact, for the purpose of emphasis, is hardly to be called a paragraph. Wit is an essential quality.

Paragraphs are the spice element of the editorial column. This is not saying they are trivial. Frequently they have flashlight intensity and set forth truth with the instantaneous clarity of a good cartoon.

The public will always crowd the bleachers to watch the work of a pitcher-editor who can put curves on his ideas. The crowd enjoys a sharp in-shoot on a political situation that sends some politican to the side lines or calls attention to the low batting average of some weak member of the governmental team:

> The news that 5,500 Yanks are still missing may be explained by the fact that they are all out hunting up their mail or past-due salary.

Every one enjoys talking to a man or woman whose conversation is enlivened by cleverness. Other things being equal, such a person wins more attention and a greater following than the one who delivers his opinions without zest. Similarly, readers of the newspaper

AN ATTRACTIVE PAGE WITH CAREFULLY EDITED FEATURES AND SPECIAL COLUMNS.

are attracted by an editorial page that has, here and there, a sparkle. Moreover, there is in most people's minds an association of wit with wisdom. It seems incongruous that the person who scintillates on the foibles of others should himself exhibit similar failings. Cleverness of thought seems to imply mental powers of X-ray penetration. Keen observations suggest sanity, and judicial faculties. And, since all this is true,—even though the reason for such a notion may be little more than the fact that wit and wisdom both begin with w,—it is safe to say that the editorial paragraph not only lends an entertaining quality to the editorial column, but increases its prestige.

Editorial Snap Shots Are Useful.—The influence of editorial paragraphs is one thing that even the experimental psychologist would hardly undertake to measure; but it seems impossible that facts stated with the force that characterizes the successful paragraph should fail of effect. The pithy, the pungent, or the laconic statement has its special appeal, whether used by the admiral going into battle, the statesman satirizing his opponent, or the editorial writer. In a combat of ideas, the editorial paragrapher is more than a mere sniper; he is one who puts up star shells to lighten the whole situation; or he is the ace who penetrates farthest into enemy lines.

The Two Varieties.—Speaking generally, there are two kinds of paragraphs, said the late Charles Blakesley, of the Kansas City *Star*. "The two kinds to which I refer are those wholly frivolous, having no other purpose than to force a reluctant smile, and the

more serious editorial paragraph. As to the usefulness of the editorial paragraph, there can be no doubt. There is no excuse or justification for a poor editorial paragraph, but every justification in the world for a good one. If a column editorial or a sermon can be squeezed into less than fifty words, if a lesson can be taught or a moral conveyed in half a dozen lines, that's the way it ought to be said. There remain a few old-fashioned publishers who believe an editor's duty is to be solemn, and his next duty to be as dry as possible. They picture themselves as Thunderers, and like to imagine that their editorial voice is as the roar of many waters. They fail to take into account that, in these busy days, not one person in several dozen reads a column editorial, unless it is double leaded on the first page, or for some other exceptional reason. An editorial paragraph, on the other hand, can be read and understood at a glance. If it is a good paragraph, and conveys something the paper wished to have conveyed, it has accomplished something. It has penetrated where a column of stern logic could not enter. It has demonstrated that a rapier is a more handy weapon than a pile driver."

Best Placing of Paragraphs.—In practically all editorial columns, pointed paragraphs are welcome. There are three ways of placing them with relation to other materials. In some papers, paragraphs constitute a sort of mayonnaise dressing, poured over the top of the more substantial portions of editorial opinion; in others, they are the sauce on which the larger bodies of thought float; in still others they are the

mustard between the dry layers of the interpretative sandwich. In other words, they come before, or after, or between the longer editorials.

The sandwich method is preferable because it breaks up an otherwise monotonous succession of long editorials or of short paragraphs. It has the same advantages that belong to the lecture dealing with serious subjects but relieved now and then by a witty remark or a funny story. It lends to the column an easy-to-read appearance.

No editorial campaign is too serious a matter to be helped along by clever paragraphs.

> Licking war savings stamps leaves a pleasant taste in the mouth. Try it.

Usually the paragraph has two parts: first, statement of a fact—usually a bit of news—reduced to its lowest terms as to length; second, comment on the fact. These two elements come in no fixed order, and are not necessarily treated in separate sentences.

Points of Excellence.—As a rule, the excellent paragraph depends upon the element of surprise. For example, we are told in the news column that a minister refused an increase in salary. This in itself is surprising, but the paragrapher's explanation of his action is even more so: that it was all he could do to collect the salary which he was already allowed.

The skill of the paragrapher is shown in his ability to keep up interest until the last word is said. He develops the periodic sentence to a fine point; or, recurring to baseball, his curves "break" just right.

Another way in which the paragrapher shows his skill, is in leaving something for the reader to supply. The most delicious paragraphs are those in which the point is not too obvious. A diagram with a paragraph is an atrocity. Among the readers' greatest pleasures is the sense of discovery.

As examples of the maintenance of suspense, the following may be given:

> It is really too bad if that naturalist has discovered an ape that can talk. There is too much of that now.
>
> The man who got off that stuff about how womankind is advancing by great strides had evidently not seen the new hobble skirts.
>
> Revenue agents are already at work rounding up all the private stills, probably on the theory that the early bird catches the "worm."

It is only necessary to invert the order in any of these paragraphs to observe the effect of anti-climax—they peter out.

Almost any editorial page will supply an example of that paragraph, the point of which is not apparent at the first rapid reading. This might be called the time-fuse type. Often it does not explode until a moment or two after it has reached the mark.

> We shall soon see whether marriage or drink is the cause of the divorce evil.
>
> You may swallow your peach stones now.

A Few Paragraph Formulae.—Some of the common types of paragraphs may be designated by more or less expressive names in the same way that jokes may be classified according to type forms and described by formulæ. The examples are taken from American newspapers.

1. *Exaggeration.*—This, according to one well-known student of humor, is one of the three prime qualities that cause human beings to laugh.

> The story is that the original owners traded Manhattan Island for a bottle of firewater. If they had preserved the liquor they would now be in a position to make a very advantageous speculation in the same real estate.
>
> The Siberian railroad is losing already $40,000,000 a month, but it may catch up with our speed some day.

2. *Understatement.*—This is the second primitive root of humor.

> There are moments when we wonder if perhaps the money that war cost could not have been spent to better advantage in some other way.
>
> It was quite a war while it lasted.

3. *The Incongruous.*—The third of the prime sources of humor.

> The undertaker who displayed a "sure, we'll finish the job," loan poster in his window, had an eye to business.

> These father-and-son banquets are a great improvement on the conferences the two used to have in the woodshed.
>
> In place of rail splitting in American politics we now have hair splitting.

4. *Puns.*—A favorite form used with good effect when it is not too obvious.

> The Kaiser's backers are quitting him von by von.
>
> One reason Germany lost the war was because her government was so Krupped.
>
> Hereafter political orators will be careful how they appeal to the "plain people." Women are a part of the voting population now.

5. *Metaphor.*—This satisfies the natural liking of everybody for pictures.

> A good many men who talk bass at home are tenors downtown.
>
> The peace conference persists in its policy of a closed door and then wonders why everybody is knocking.

6. *Aphorism.*—

> "Well," said Adelaid, as she told the saleswoman to charge it, "it doesn't make any difference how grossly or outrageously you flatter a man; it all sticks."
>
> If nations were as deliberate in deciding on war as they are in agreeing on peace, there would be no war.

7. *Modified Quotation.*—A pharaphrased or parodied quotation often fits well into a situation.

> To the victors belong the broils.
>
> See America thirst.
>
> These are the times that dry men's souls.
>
> There, little brewery, don't you cry, you'll grind sausages by and by.
>
> We shall beat our swords into plowshares, and our corkscrews into buttonhooks.

Or, another phrased it,

> And the nations shall beat their swords into plowshares, and their version of the war into the heads of children.

Or, according to a third,

> After we have beaten our swords into plowshares, the next thing will be to straighten out our cork-screws into hatpins.

8. *Homily.*—Moral truth has its place in the paragraph column.

> "Better boys, better men," is the fitting slogan for boy scout week, also it can be turned around.
>
> Better leave the sugar in the bowl than in the bottom of the cup.

9. *Distorted Proverbs.*—This includes also the misapplication of a proverb, introducing an element of incongruity.

> Of course a cat may look at a king, but it will have to hurry.
>
> When Europe plans to start something hereafter, it will "see America first."
>
> The dough boy is worthy of his dough.
>
> Strange how the advocates of polygamy overlooked the scripture, "no man can serve two masters."

10. *Ironical Explanation.*—A willful misinterpretation of meaning.

> Just what was the matter with the last Congress has puzzled the nation, but the fact that a majority looked on tooth paste as a luxury ought to throw some light on the subject.
>
> U. S. A. means U. Stay Arid.
>
> One reason why Lenine dreads America is because he remembers how promptly we caught and hanged Villa.
>
> A statesman is a politician you agree with.
>
> Speechless banquets are becoming quite the thing these days. Probably it's the price of food that makes them speechless.

11. *Paradox.*—Affording the keen pleasure of discovering truth in an apparent contradiction.

> If there's one thing that hurts more than having to pay an income tax, it is not having to pay an income tax.
>
> The trouble with the Irish question is that too many of the Irish people want what too many of the Irish people don't want.
>
> In Venezuela, the American dollar is at a discount of twenty per cent. Here at home, it is at a discount of about fifty per cent.

12. *Innuendo.*—Producing its effect by a sly suggestion or hint.

> With the coming of suffrage, women will be eligible to the diplomatic corps and an end will be automatically made to the objectionable secret diplomacy.
>
> If Mexico could only be made safe, it might become a great winter resort for Americans. And then the Mexican bandits could become hotel keepers.

13. *Human Nature.*—The paragraph that "shows us up" as we are.

> The reason a woman doesn't enjoy her vacation is that she's afraid she left the gas burning under the hot-water tank.
>
> The owner of the back lot that is filled with tin cans, broken crockery and ash heaps, is sure to be found somewhere discussing the orderly adjustment of international affairs.

> Unless somebody is killed, the accident is generally unsatisfactory to the reading public.
>
> If human nature would only work as hard for pay as for more pay!

14. *Satire at Institutions and Conventions.*—

> What perfectly lovely husbands those returning soldiers who have learned to obey orders are going to make.
>
> Before these tight skirts came in, we used to send missionaries to China to see that the feet of the little Chinese girls were unbound so they could walk.
>
> The next president is rapidly increasing in numbers.

15. *Isolated Syllable.*—

> There is nearly as much "ire" as "land" in Ireland these days.

16. *Epigram.*—

> Nothing finer has come out of the war than this line from an epitaph in a British graveyard in France: "For your to-morrow they gave their to-day."

17. *Historical Allusion.*—

> Doubtless there were hard-heads who told old Moses that the ten commandments were a violation of rights and were too ideal for a practical world, anyway.

18. *Oddities.*—

> Hostilities of the world war ceased at the eleventh hour of the eleventh day of the eleventh month of the year.

19. *Peculiar Word.*—

> The Montenegro congress is called the Skupshtaine. Even in a free country like ours, nobody has ever had the nerve to call our Congress anything like that.

20. *Literary Allusion.*—

> The advocates of the League say wittily that even if it's only half a league, it's half a league onward, to which the opponents naturally contend that half a league is that much too much if it's into the jaws of death, into the mouth of hell.

21. *Frankenstein.*—An imaginary type-character through whom the editor impresses characteristic sentiments. Typical names for these characters, some of whom persist throughout many years, are Old Bill Shipman, Professor Silas Pewter, Si Chestnut, Squire Thrifty, Judge Pettingill, Hon. Abner Handy.

> Drake Watson says if you have killed a bear, you are apt to talk too much about it.
>
> "I like practical jokes," says Peter Doubt, "and I think the best one was invented by the man who introduced lawn-mowers."

> The Village Deacon says, "When I go into a store to buy anything, I always try to get the poorest clerk in the place to wait on me. A clever clerk always sells me something I don't want."

22. *Headline Form.*—

> Gravediggers on Strike.—*Headline.*
> The g. d's. are on a strike for higher wages, which means that the cost of dying is going up with the cost of living. Now, what *will* become of the ultimate consumer?

Of course, the various forms of witty paragraph are not usually found in an unmixed state. Sometimes it seems that there are almost as many varieties as there are paragraphs.

The Less Pointed Styles.—1. In the small newspaper and less frequently in the larger one, appears the paragraph which has for its only purpose the placing of emphasis on some news event.

> With his machine sailing upside down, Alcock stuck to it like his celebrated namesake, the porous plaster.

> An English dirigible balloon has just crossed the Atlantic in safety and has started on its return trip. Thus another agency has been added to the airship, submarine, cable, wireless and steamship in the successful feat of bridging the Atlantic, yet there are people who still talk seriously of our isolated position.

2. The small paper also makes much use of personal paragraphs. The editor is well known to most

of his readers, and feels no hesitancy in speaking to them about the affairs of his own breakfast table.

> The senior editor received a compliment the other day. It was in a grocery. The clerk asked him if he wanted it charged.

3. Occasionally the editor of the country newspaper develops a faculty for home made philosophy.

> We have watched the thing a long time and have about come to the conclusion that the best recipe for keeping in the straight and narrow path is good old-fashioned hard work.
>
> There is always a wiser and sadder bunch of men that come out of the wheat field than when they went in, but then that is true in every vocation in life.

4. The hortatory paragraph is a common form.

> Boy scout week! Be a good scout and help the boy scouts.

5. Most common of all is the paragraph which is nothing more than an abbreviated editorial.

> The mulberry tree stands convicted as a breeder of flies. It may have its place, but that place is not over homes and sidewalks.
>
> The unreasonably high prices prevailing are demoralizing the people. The high cost of living is the greatest evil inflicted upon the people in the last decade.

As has been said, these are really not pointed paragraphs at all, but they seem to serve a useful purpose.

The Sort that Fails to Cheer.—It would be possible, though hardly profitable, to devote considerable space to the useless paragraph.

1. The most common type is the statement of the obvious.

> People who jeer at the early inefficiency of airplane post transportation seem to forget that there was a time when the pony express was more reliable than the steam-propelled train.
>
> For the first time in history, the United States celebrated Independence Day without the aid of old John B. That is, the saloons were not selling strong drinks.

2. Another space waster is the platitude.

> Almost any one is willing to go out and boss a job, but it is sometimes pretty hard to find a fellow who will do the heavy work.

3. A rather unfortunate, though at the same time entertaining, paragraph is the one for which the writer's supply of metaphors exceeds the demand.

> China refused to sign—and why should she? The English Bull had washed a lot of dishes in her closet and left Japan to mend them.

Testimony by Paragraphers.—When asked to explain how they do their work, paragraphers usually deny having anything they could call technique. All

of them admit the utility of certain mental endowments, and attainments and acquired habits of thinking. To quote again from Mr. Blakesley:

> Writing paragraphs gets to be a habit. Your paragrapher thinks in paragraphs, even as experienced telegraph editors think in jerky headlines. Indeed, I believe writing headlines is the best training a paragrapher could have. Both are required to arrive at the essence of a story in a single swoop and tell it in a few words. You will find that this habit has its drawbacks. A man who instinctively does his thinking in paragraphs thinks disconnectedly. His capacity to think in a straight line suffers from disuse. When he is called upon to write something of some length he is at a disadvantage, and the "piece" is likely to be disjointed.

In answer to a correspondent, J. E. House, of the Philadelphia *Public Ledger,* outlined a "course" for paragraphers:

> As a three-lesson course in epigram writing we submit the following:
>
> First lesson—Catch and clean your rabbit.
>
> Second lesson—Baste with a sauce of salt, pepper, vinegar, sage, cloves, myrrh and orris root.
>
> Third lesson—Broil quickly over a hot fire.

Summary As to How It Is Done.—From such testimony as this, and from a careful analysis of paragraphs, it appears that some of the useful rules of procedure, and helpful habits of thinking, may be phrased as follows:

1. Remember that everything that happens may be associated in some way with almost everything else that happens. The psychological law of association is supreme in the paragrapher's realm.

For example, the paragrapher reads in the headlines that anarchists have again been active in New York. By simple association, the word anarchist suggests bombs, or foreigners, or mobs, or red flags. Each of these associations calls up a second association. Finally the paragrapher finds what he is looking for:

> Let us confine the waving of the red flag to our railroad crossings.

Or, perhaps, the word "red" calls up its associations and he writes the following:

> We whipped the redskins in order to gain this country; we whipped the redcoats in order to gain our independence; and we are not going to allow the reds to mar what we have gained.

The paragrapher reads the boasts of a German admiral. His habit of association enables him to evolve:

> German naval officers maintain that their fleet was never defeated. Neither was the Chinese fleet.

Associations based on sound of words leads to the pun more often than any other type.

2. Read headlines in newspapers with an eye alert for the unusual and the ludicrous. Then, through as-

sociation, bring this element into incongruous or illuminating relations with some other fact.

3. The paragrapher must never cease studying people. The more he knows about them, the more hooks he will have available on which to hang interpretative comment. The most common things that people do become interesting when done in an abnormal manner. For example, all human beings are endowed with instincts. One of the most noticeable is the acquisitive. The normal exercise of it is not interesting, but when the person manifests the acquisitive to an abnormal degree, or when, on the other hand, he manifests a lack of it, he furnishes interesting material to the commentator on human nature. The same thing is true in respect to other instincts such as the constructive instinct, the hunting instinct, the parental instinct.

4. It will be of advantage to the paragrapher to understand how to make use of a book of quotations. Memory may be relied upon sometimes to supply the quotations that fit some current event, or that may be modified, or paraphrased, so as to fit it. But the deliberate search through a book of quotations for material useful in paragraphing almost always has its reward.

5. The paragrapher should early learn to discard the idea that humor depends for its effectiveness upon shocking some one's sensibilities—even a prude's. Good taste in paragraphing is indispensable to retaining the respect of the great majority of readers. It is a case of bad judgment when a newspaper writer con-

cludes that indelicate witticism which "goes well" in a burlesque show will also go well in the editorial column. Occasionally a paragrapher is found who eliminates bad taste from his writing only after a slow process of education at the hands of the community. This is an expensive method of handling such a case. It costs the community too heavily. There are much quicker and more effective methods.

6. Most paragraphers agree that "stingers" should be used sparingly and only when the occasion fully warrants. Injudicious ridicule is too likely to create sympathy, even for an evil man.

7. Flippancy or trivialities are not to be employed just to display wit. It is unfortunate if the paragrapher creates the impression that his sole purpose is to entertain. Likewise it is necessary to preserve a reasonable degree of consistency in point of view on any question which is taken up repeatedly. An editor who seems to care very little what he says, so long as it is clever, can have little influence.

8. The ideal aimed at should be that of producing paragraphs which are so well put that they will be worth reading twice, and so well justified that the paragrapher may be thought to be following Thackeray's admonition as his guiding star: "Ah, ye knights of the pen! May honor be your shield and truth tip your lances! Be gentle to all gentle people. Be modest to women. Be tender to children. And as for the Ogre Humbug, out sword and have at him."

The One Who Runs a Column.—The columnist is a paragrapher who has a department all his own,


CHICAGO DAILY TRIBUNE. THURSDAY. MARCH 25. 1920

Chicago Tribune.

THE WORLD'S GREATEST NEWSPAPER

THURSDAY MARCH 25 1920

"Our Country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong."
—Stephen Decatur.

THE TRIBUNE'S PLATFORM FOR CHICAGO

1—Lessen the Smoke Horror
2—Create a Modern Traction System
3—Modernize the Water Department
4—Build Wide Roads into the Country
5—Develop the Railroad Terminals
6—Push the Chicago Plan

REPUBLICAN CANDIDATES FOR PRESIDENT.

THE POLITICAL LOCUST PLAGUE.

A SIDELIGHT.

WEAK BONDS.

A LINE O' TYPE OR TWO

THE McINTYRES HAVE A CAR

"HAM BONE BILL. Dentist old teeth made good as new."—Thermopolis, Wyo Record.

POLITICAL UPHEAVAL IN NEW MEXICO

How to Keep Well. By Dr. W. A. Evans.

TO EVERY WORM—HIS DAY

DEAF OTHERWISE NORMAL

TREATING CARBUNCLES.

CONCERNING GOITERS.

HIGH BLOOD PRESSURE.

THE FRIEND OF THE SOLDIER

THE SPIRIT BALLOON

(From the Baltimore American.)

FRIEND OF THE PEOPLE

TO BRING WIFE OVER.

SHE EARNS HER LIVING.

GROSSLY FOOLED.

TO CUT DOWN TREES.

ANOTHER ONE CANNOT RAISE.

TRIBUNE LAW DEPARTMENT.

ONE OF THE MOST WIDELY QUOTED "COLYUMS," "A LINE O' TYPE OR TWO."

usually on the editorial page. More than half of our larger city papers have such writers on their staffs.

The columns bear all manner of spicy titles suggestive of their highly flavored content. The Hornet's Nest, Shooting Stars, In Lighter Vein, Under the Spot Lights, A Line o' Type or Two, The Conning Tower, Bits of By-Play, Twilight Thinks, We'll Say So, Kansas Notes, On the Spur of the Moment, On Second Thought, By the Way, The Globe Trotter, Short Shavings, Such Is Life, are representative names.

Feature columns are usually of so miscellaneous a character as almost to beggar description. Pointed paragraphs of all varieties, anecdotes, light verse, prose poems, conundrums, reader contests, philosophy, communications from readers, exchange items with or without comment, miniature drawings—these are some of the ingredients that compose the peppery hodge-podge which the columnist serves day after day.

The columnist's job is not as easy as it looks. Few columns are so bad but that it may be said that writing them is much harder than reading them. The daily necessity of producing an entertaining column, long after the novelty of the proceeding has worn off, becomes as much of a burden with most writers as any other monotonous work. Few can do it successfully. Some one has said that the columnist is the radium of journalism.

J. E. House thus comments on the trials of a column "hound":

THOUGHTS ON WRITING A COLUMN

Writing a column is a fine job. It is composed in about equal parts of labor, work and worry. A column hound toils and slaves to get out his column and then worries his head off for fear he'll go stale and lose his job. All that is expected of a column hound is that he be amusing or clever in twenty-five or thirty different ways every day. A vaudeville performer can go out with one act and get it booked for forty weeks solid. The next year he can go over the same circuit with the same act. The people forget what he said last year and laugh their heads off at his stuff. So long as he busts somebody over the head with something or sticks his finger in somebody's eye the audience will howl with laughter. It doesn't make any difference how many times the audience has seen him do it. Busting somebody over the head is laughter's principal accessory.

A column hound must have a new act every day. If he busts anybody over the head or jabs his finger in anybody's eye he gets the paper into trouble. Most anything is funny on the stage. Very few things are funny in print. Cold print reveals a man at about lifesize. If you don't believe it go out and listen to a speech by your favorite rabble-rouser and then try to read it in cold print. One trouble with a column hound is that when the stuff doesn't flow freely he becomes desperate and tries to force it. The saddest thing revealed upon the printed page is the forced witticism or the forced wallop.

Nearly every column hound suffers periodic attacks of a disease scientifically known as contraction of the bean.

> During these attacks the bean dwindles to the size of a half-grown walnut, its formation takes on the quality of limestone and becomes impregnable to suggestion or idea. To a journeyman column hound the attacks come two or three times a year. They run their course in from three days to three weeks. The period is one of acute suffering, the suffering being divided into two parts. The first spasm comes during his working hours when his attempts to project quip and whim-wham promote the keenest physical discomfort. The second spasm comes during the night and keeps him awake for hours, the while he blushes in shame and humiliation for the stuff he perpetrated during the day. We have been a column hound for seventeen or eighteen years. We figure that during that period we have annually perspired a hundred barrels of blood, such perspiration being inspired by a keen sense of our own futility.

The columnist, however, is well paid and in some cases enjoys other rewards, such as a state, or even national, reputation. In the majority of cases, the name of the writer either appears at the head of the column or is concealed only by a thin veil of anonymity. Sometimes one of these feature editorial writers enjoys obtruding his own personality into the column to the point of ghastly egotism, in a manner, however, which is hugely entertaining.

"Writing paragraphs," declares Charles Blakesley, "is far from being an ideal job, yet a young newspaper man, if he is disposed to specialize in some branch of the work, might do worse than cultivate his

gifts in this direction. You will encounter days when your intellectual faculties balk like a gasoline engine, and still you are expected to turn out your mirth-provoking quota. At such times you may wish you had gone in for a business career, realizing that by now you might be prominently identified with the delivery department of one of our foremost steam laundries. Nevertheless, the paragrapher has a little niche all his own. Others on the paper receive greater rewards and greater recognition, but they also have greater responsibilities to fill their days with vexation and keep them awake nights. The paragrapher is out of the everlasting rough-and-tumble scrimmage of the news department. As long as his work is satisfactory, he is usually free to write what he pleases, and is subjected to fewer annoyances than any man on the paper. He is haunted by no fears of a promotion."

Aims and Methods.—The controlling purpose of the column is entertainment. C. H. Thompson of the Kansas City *Star,* puts it this way:

> To establish, if possible, a human relation between the paper and its readers; to sharpen the dull items of news, and dull those subjects which pierce and lacerate the human heart; to lighten the burdens of the reader by minimizing, or in other cases, emphasizing, the burdens of others; to interpret; occasionally to instruct; and never to bore—there are no lengths of absurdity to which he will not go to avoid being dull
>
> And as to more serious purposes: Tell something the reader already knows, but has half forgotten, or come to regard as an experience peculiar to himself. This tends to show him that his lot isn't much different from that of

others. If a columnist can succeed in making his readers realize that we are all about the same kind of folks, it ought to make them more tolerant and less selfish, and therefore happier.

Don Marquis, of the New York *Sun,* embodies his ideals in the following "prayer":

I pray thee, make my colyum read,
And give me thus my daily bread.
Endow me, if thou grant me wit,
Likewise with sense to mellow it.
Save me from feeling so much hate
My food will not assimilate.
Open my eyes that I may see
Thy world with more of charity,
And lesson me in good intents
And make me friend of innocence.
Make me (sometimes, at least) discreet;
Help me to hide my self-conceit,
And give me courage now and then
To be as dull as are most men,
And give me readers quick to see
When I am satirizing Me.

Sources of Materials.—For materials, the columnist goes to the same sources as the editorial paragrapher: "I get suggestions from newspapers and magazines and the people about me," explains one writer. "These accumulate in the subconscious mind and sometimes lie there unused for months." Another writer says: "I sit at my typewriter and wait for an idea. You must merely go on living and if it is in you,

it will come out." Or another, "Go everywhere for material. There are fields, of course, that the columnist learns to avoid from having been bruised on previous invasions. He learns to choose according to his tastes. It is not hard. He should learn the value of chronic good nature, stern fairness, a sense of kindly humor rather than of the ridiculous, a terse style, and uncompromising loyalty to the newspaper."

A rich and almost exclusive source of materials for the columnist is the public itself. Baiting the public is one of his favorite games. "A paragraph that antagonizes is as much to be desired as one that pleases," testifies one writer. Another writer, however, reports that, "There is no sure way of stimulating contributions. One happens upon an idea which draws response from the public, but may be unable to get results by the use of a provocative that seems much more promising."

On this point, Mr. House dilates, in true paragraphic tone as follows:

> Average Wife, who contributes an occasional insouciant note to the column, has written in to express her free and untrammeled opinion of the gent who grinds it out: "You are," writes Average Wife, "too soured, narrow and biased to be just and fair. You see everything from one point of view only—your own. No wonder your evenings at home are rare and infrequent. A happy deliverance to the woman who bears your name. If she has not yet reached Reno in her western wanderings, she will soon." . . . We fear Average Wife has failed to comprehend one of the smartest tricks of this trade. Since our dis-

position is to play all cards face up on the table, we don't mind revealing it. No male person can successfully, for any considerable period, challenge the attention and hold the interest of femininity unless he is able to annoy and exasperate it. . . . We once held a clientele of annoyed, exasperated, indignant and fluttering women in firm leash for more than fifteen years by the exercise of that simple little trick. . . . The paragraph about woman is one of the most valued in the repertoire of the column hound. It is susceptible to more than a million variations and can be exploited with or without reverse English. It always contains a grain of truth and seldom fails to take an encore.

Columnists receive considerable counsel from their readers: "Most of it is not kind, but it is sincere and the criticisms are usually just."

The publisher does not always consider seriously the opinions expressed in a feature column. He may even ignore divergence of these opinions from the policies of the paper. A clever column is a circulation builder and for that reason, if for no other, it is fairly sure of the publisher's appreciation.

CHAPTER IX

TYPOGRAPHICAL APPEARANCE

Of the requirements that an editorial should be seen, read, believed, and acted upon, the first and second are, to some extent, matters of typography.

At the extreme of conservatism is the newspaper which considers it undignified and cheap to use any but conventional styles of type and make-up, maintaining that the thoughtful reader does not need to have his reading made easy or attractive, and that, as for the other kind of reader, it is willing to take whatever chances are necessary rather than to turn handsprings in order to attract him.

At the extreme of sensationalism, is the editorial column, perhaps twice as wide as the news columns—perhaps of varying widths in successive issues—set in type larger and sometimes bolder than the type used for the main body of the paper. News headings frequently worthy to be called scare heads are put over editorial matter, decorative borders, initial letters, and, sometimes, small illustrations set in from the side, enhance the attention arresting quality of the column. It appears sometimes as if the editorials had been set in the ad. alley. The word "restraint" is not found in the lexicon of a paper of this type.

Shaking One's Fist in Type.—Lord Fisher of Kilverstone, the "father" of the modern English navy and First Lord of the Admiralty during the World War, once bewailed the fact that it is hard to shake one's fist in type:

> The man who reads this in his armchair would take it all quite differently if I could walk up and down in front of him and shake my fist in his face. I tried once, so as to make the dead print more lifelike, using different kinds of type—big Roman block letters for the "fist-shaking," large italics for the cajoling, small italics for the facts and the ordinary print for the fool. The printer's price was ruinous and the effect ludicrous. But I made this compromise and he agreed to it: whenever the following words occurred they were to be printed in large capitals: "Fool," "Ass," "Congenital Idiot."

Editors need to realize that the effort to attract attention may be overdone, and that, even if a few additional readers are attracted to the page, the price paid for them in loss of prestige in the eyes of other readers is too great.

The Editorial Heading.—In the opinion of the writer, the limitations of the one-line editorial heading, one column wide, are too severe. Form should not be allowed to tyrannize over matter. One word may be more effective than ten, in which case use only one. On the other hand, three lines may be necessary to show why the editorial is worthy of a reading. For such cases the style sheet should provide a three-line heading. The popular remark that "you can't believe

what you read in the newspapers" is to be charged largely to the absurdities in headline writing for news stories. Statements which are properly guarded in the story appear without qualification in the heads. There is no room for qualifications. The rapid reader gets impressions from the headings which the next day's news shows were incorrect. He draws the natural conclusions as to the paper's credibility. Let it be urged that in editorial heads, at least, the rights of the message be respected. The heading is the show card for the material that it advertises. It ought to be attractive and compelling. If a two-deck head will serve best, let it be used, with due regard, of course, for the necessity of maintaining a characteristic appearance of editorial matter distinguishing it sharply from news. The principles of typographical display are wholly pragmatic.

The Best Style a Matter of Taste.—Questions as to what are the most appealing typographical styles for different classes of readers, and as to the extent to which readers' tastes can be educated, and as to the amount of compromise the editor can afford to make with his own typographical standards, will hardly receive the same answers in any two newspaper fields. Arguments can always be brought forward for and against any proposed style. It is probably enough to say in this connection that experiments at changing the typographical appearance of the editorial columns are a good thing, provided means are taken to find out how readers are affected by innovations. This is more difficult than it sounds and, at best, the editor will

remain in some doubt as to whether his thoughts are being sent forth dressed in the best possible manner.

The New York *Evening Post,* a newspaper credited with being extremely conservative as to any change in its appearance, recently adopted wider columns for its editorial matter. It was felt, as explained by one of the *Evening Post's* officers, "that the wider measure gives a little more character to the editorial matter and leads the reader to visualize the whole editorial as of reasonable length rather than stretching on to a long, thin column. Also it was felt that the whole effect of the page seems more open and inviting."

It is generally accepted that editorials should have an appearance distinguishing them from news. This is in accord with the theory that the successful newspaper in the future will be the one which gives its reader the news on all phases of any matter which it handles, without editorial color in the story or in the heading, and that a sharp distinction shall always be made between the editorial columns, in which the preferences and policies of the paper govern, and the news columns in which only one policy governs, the policy of printing the news.

Type Measurements.—A few of the specifications for different styles of editorial columns may be given in typographical terms.

1. The width of column is usually 13 pica ems, but is sometimes as narrow as 12 ems, or as wide as the seven- or eight-column page. (A pica em is 1-6 of an inch).

Editorials are usually set in seven or eight point

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their share of the United War Fund of ten times that amount is interesting in both its financial and its human aspects. About a third of the total was spent here and two-thirds abroad. The unique feature of this expenditure was in the $1,000,000 for "treasure comforts" here and across the water de-peared gratis. This, the report asserts, was more than was spent for the purpose by all the allied organizations participating in the United War Fund. As a consequence, the report is able to list such impressive totals of articles freely distributed as 8,000,000 beef cubes, half a million pounds of pipe tobacco, 3,000,000 pounds of candy, 8,700,000 cigars, and 413,000,000 cigarettes, besides stationery and periodicals, moving-picture materials, and so on. One does not need to have been a participant of the attendants of the Knights to appreciate the remark in the American soldiers' newspaper: "They have never crowded religion down our throats—though religious attendance was there to give for the asking." Such a record of ser-

mal times be considered unfit for use. The world had at the end of June more than twice as much tonnage building as ever before—5,030,000 tons; but it will be some years before it recovers on the seas.

The celebration in England of the jubilee of Girton College offers this country an opportunity to place itself on its earlier undertaking of the higher education of women. Girton College, established in 1869 at Hitchin, was transferred in 1873 to Cambridge, where the university threw open its courses to the students. P. D. Maurice led as early as 1848 founded a college for women in Harley Street, London. Many of the later famous women's institutions in England—Newnham, Somerville, Lady Margaret, and Westfield—were founded as a result of impulses originating with Girton. But because Girton is the oldest it is celebrating the centenary of the birth anniversary of collegiate education for women Charles Dana rose in its dawn to noon in 1833. The Georgia Female

the element of personal ambition. Many of these admirable contemplators of a world sunk in misery have sought office or other forms of recognition under the old order, but have not found it. The inference is irresistible, to their minds, that any system which prevents them from getting their due portion of pudding and praise might forthwith to be blotted out. But they will have to get over their impatience. It is a tough old world; human nature is human nature; men and women will go on thinking first of all about food and raiment and love and children and adoration and promotion for the future and the chief heritable. The plodders will always outlast the playgers.

LEARNING IN THE ARMY.

Previous to the war the idea of going to Europe in pursuit of improvement was confined in by so many as had the inclination and the means. And substantial benefit was derived from those visits to the Old World. They did much by way of liberalizing national prejudices and

Mail, with the *Stars and Stripes*. were so easily obtainable that it rarely occurred to the soldier to send the French papers. If, there, he was transferred to Germany after a long stay in France he was no more affected by the change than a teetotaler is by prohibition.

No army in the history of world wars was ever so well supplied with good books as was the A. E. F. And though the enduring good derived from them was very great, it was not in proportion to the effort that was made. The probable reading of a book presupposes certain conditions that were often lacking. Also the soldier unconsciously followed Boswell's advice to his "Life of Johnson": "A man ought to read just as inclination leads him; for what he reads as a task will do him but little good." This is not entirely true. Kipling had a wide following. That soldiers take delight in Kipling's ballad on George Dix is quoted but true. One would think, too, that after going through the Argonne Forest they would leave Thomas Hardy alone, but they did not. They read Harvard Shaw because of his Hibernian

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"Daylight" Manipulation

Senator Reed is right in emphasizing the danger of publicity to the very important business of

attending to the national character. The call may have a wholesome practical effect on the metropolis than it has its own effect—and that.

Conventions, Open and Closed

With the San Francisco convention just three months off, Democratic, spokesmen under Mr. Wilson's silence have been very open protests. The Presidential aspirants are not the only ones who are concerned. Behind them is the Democratic party which has some right to be told where it stands. And behind the Democratic party is the country which, after all, has some interest in the fortunes of one of the two great parties whose will elect the next President.

Mr. Wilson's reluctance to pronounce his own name is usually interpreted as playing at an open convention at San Francisco; and on the face of things an open party convention is one which the country ought to accept with equanimity. But "open" needs defining. An open convention may mean perfectly easy to bring a closed convention. It may be split to widely open as to leave the ultimate decision to a dozen bosses in a caucus room. And such

bit of the metropolis. For him the great periphery of the immense up-shed that is New York.

The commuter possesses his soul in equanimity. During the months immediately preceding the vernal equinox he is an object of pity to his urban friends. They cast his good nature by sly references to typhoons. They affect surprise when he is ten minutes late in the morning—provided they are not themselves minutes late, owing to quite material but unavoiding trifles, getting down on the subway. But when spring is fairly come their complaisance turns to envy. Then is the commuter's hour of triumph. Only, being a commuter, he is the considerate sort of person to keep it stretching headgears and odor-laden bromine and rich shirt are his to lavish abundance, have can his further say pretty fooling interprets the less fortunate? So he invites them out for Sunday that they may enjoy for a few fleeting hours the delights he opened before his eyes morning and evening. And they do more than accept his invitation. They tell him what to plant in the corner of his garden and not to bother all that the sunniness sign, and how he will have much better results if he will pull up the weeds while they are still small. Half of them were like to put in the New Yorkers' great state.

The Bowling Green
From a Train-Lottery
I'd like to be the porter
Of the sleeping-car you chose.
I'd set out all the long, slow night
To shine your fair-haired shoes.
I'd like to be conductor
Of the car in which you ride.
I'd punch your ticket all day long
To linger by your side.
I'd like to be the weasel,
With beads and pom-pom-pelts
All day I'd smile the roadway while—
So I could look at you.
Penrose Dearmyne.
In Praise of Librarians
It has been our observation that librarians are among the finest people in the world. We do not want to throw any hand and foot dance, or wound any feelings, therefore we will not be positively dogmatic on the subject, of

Mr. Miller Answers Mr. Keynes

Finds No Ambiguity of Intentions in Reparation Clauses of Versailles Treaty

By David Hunter Miller

Mr. Keynes, in his print, which appeared in the Evening Post of March 15, Reparations decide as to the current sense of my interpretation of the Versailles decision of the Treaty of Versailles. But as he seems somewhat confused in my view (although he offered to do so) I shall endeavor briefly to state my interpretation of the treaty's provisions. Mr. Keynes's criticism of my remarks, I assume that subject a little further in the hope of convincing such a distinguished critic.

My theory was that the treaty provisions are to the debt of Germany and limited to Annex II of Part 8, in other words, that the amount which Germany is to pay is to be expressed by an ordinary bond issue, and that and and of the reparation proceedings.

800 marks. Solely for convenience we assume that they amount to 10,000,000,000 marks. The second bond issue, then, will be 10,000,000,000 marks, with 2½ per cent interest till 1926 and 5 per cent, with 1 per cent. for amortization, thereafter.

Now, if I understand Mr. Keynes correctly, he admits that on the German theory that it took the reparation Commission to make the bonds, the opening of the bonds to the "particular rights of the Allied and Associated Governments" referred to in Annex II, Part 8, is simply nugatory, that the amount which Germany is to pay is to be expressed by an ordinary bond issue, and that and and of the reparation proceedings.

Wide Columns Adopted to Make the Page "Open and Inviting."

type, the same size used in the news, but some newspapers use type as large as twelve or fourteen point, sometimes blackface. (A point is 1-72 of an inch).

3. The space between lines is commonly four points instead of one or two points as in news matter. In other words, editorial matter is "double leaded."

4. Headings are usually one line of capitals in the size of type in which the body of the editorial is set. Sometimes, however, a larger size of type is used for the heading. A few papers use, occasionally, a two or three deck head, the first line set in capital letters and the second deck, in the form of an inverted pyramid or half diamond, set in a smaller size of capitals and lower case. Still another variation is the use of boxed-in headings, sometimes extending across several columns.

The paper shortage and the consequent rise in price of paper during and after the World War compelled publishers to practice economies that affected the appearance of the editorial pages. In some instances columns and margins were narrowed so as to admit eight columns into a regular seven-column page. In others the double leading of editorials was abandoned in favor of single leading or no leading at all, if the news was set solid. Advertising was crowded into the page and less important features were crowded out or cut down in length.

The Problem of Length.—Length of editorials, though not a matter of typography, may be viewed as a physical characteristic affecting the general appearance of the page. In most editorial offices, length is

not determined solely by the requirements of the subject to be handled. It is always possible to leave something over, to be said on the following day, or to treat different aspects of the same subject in separate editorials. Therefore, without serious damage to the thought content of the editorial, a general limitation as to length may be adopted with, of course, the possibility of radical departure from the rule when occasion demands. It is related that Joseph Pulitzer once directed an editorial writer who had been working two weeks on a special investigation, to condense the whole matter into an editorial of twenty lines. Doubtless this limitation seemed ridiculous to the editorial writer, but on the other hand, Mr. Pulitzer's theory as to the importance of condensation has much in its favor. The opinion may be ventured that the average length of editorials should be diminished rather than increased, from present practice.

CHAPTER X

THE EDITORIAL PAGE

The ideal editorial page is as difficult to describe as are other ideals that are largely matters of individual taste and into which the "human element" enters largely. Any page which is contending for the title of ideal must be judged from several points of view; and the degree of its merit will depend partly upon the success with which compromises have been made between these various and, almost always, antagonistic aims.

Some Conflicting Demands.—1. To a reasonable degree, the editorial page should reflect the tastes and ideas of the publisher. This, however, while a perfectly reasonable requirement, seems more like an incidental matter than one vitally determining the ideal quality of the page.

2. From the point of view of the editorial writer, the page should afford opportunity for free and honest expression of opinions and for participation in the shaping of affairs. There should be nothing on the page to detract from the influence of the editorial columns—nothing incongruous. It is here, rather than in the news columns, that the paper's individuality appears.

3. From the reader's standpoint, the ideal editorial page is anything that the reader is; but all readers share in the desire that an editorial page be one that can be found without undue effort, read with interest and profit, believed without fear of deception, and acted upon without liability to regret.

4. From the point of view of the community, the editorial page needs to be constructive and serviceable.

5. From the point of view of society as a whole, the sum total of the influence flowing out of the editorial page must work towards ends that are good. Or, as Doctor Washington Gladden has put it, in describing what should be the influence of a newspaper:

> First, to teach the people to avoid exaggeration and violent speech, and to cultivate moderate and rational modes of expression.
>
> Second, to resist the tendencies which dementalize democracy, and which substitute the mob-mind for the deliberative mind.
>
> Third, to hold the popular judgment firmly to the truth that character and manhood and not money and popularity are the central values of human existence.
>
> Fourth, to turn the thoughts of men more and more from the negative virtue of detecting and exposing the evil to the positive virtue of discerning and praising the good.

The "Where" of It.—The reasons that seem conclusive for collecting the opinions of a newspaper into one column, or one page—aside from its critical opinions on literature, art, music, or the drama, and

special departments such as finance and sports—have been heretofore mentioned. All large papers adhere to this practice. A few, however, when they desire especially to emphasize an editorial, give it position on the front page. This practice while it results in an immediate gain in attention, seems ill-advised from the point of view of the general interests of the editorial page. Each paper, however, is the only competent judge as to the best way of getting desired results.

Newspapers show no agreement as to the proper position of the editorial page. The positions most commonly chosen are on pages four, six, eight, or ten, depending upon the size of the paper. The back page is preferred by a few on account of the prominence it lends to the page, and one paper uses the second page from the last, because, in this position, it is always easy to find.

Both Extremes Imperfect.—It is difficult to choose names that accurately describe the different types of editorial pages. Such more or less vaguely expressive adjectives as high-brow, popular, conservative, sensational, intellectual, human interest, cheap, variegated, heart-to-heart, are used with more or less justification. There are individual differences in almost every case, but broadly speaking, two general types are easily distinguishable: the page that, both as to its form and its content, is conservative; and, on the other hand, the page which either as to its form or its content, or both, is sensational. Neither one can be condemned out of hand, though it is safe to say that a vision of the tremendous part the newspaper of the future might

play begets impatience with that habitual sensationalism employed without seeming justification as a means to a good end. Some editorial pages almost require gutters to carry off the flood of emotionalism. Upon occasion and in order to arouse an indifferent public, sensational methods are laudable, but not day in and day out—the voltage is too high. It should be understood here that "sensational" is not synonymous with "yellow." The word "yellow," used in journalism, denotes falsification, injustice, or indecency.

How Much and How Fully Read?—The quantity of original matter varies in different newspapers from less than one column to a full page. The average is between two and three columns. The amount appearing from issue to issue in any given paper is fairly constant. The question is not one of printing an amount which the typical reader may be expected to digest thoroughly. Not one reader in a hundred will do that. It is rather a question of printing a sufficient amount to allow for variety enough to insure every reader's finding at least one editorial on a subject of prime interest to himself. When public attention is occupied by some crisis in affairs, an editorial on this subject may well occupy the whole space available for editorials. On that day, perhaps, the editorial page will be read thoroughly by ninety per cent of the subscribers. Under normal conditions, perhaps not more than fifty per cent read anything on the editorial page. On the average, each individual reads not more, perhaps, than ten per cent of the page.

Considering the ordinary man's habits in reading

his newspaper, and remembering that habits may be changed with difficulty, it is safe to venture the belief that the quantity of editorials in the metropolitan paper need not exceed four columns. Since the editorial writers are permanent members of the staff, this amount will be fairly constant; but great flexibility will exist as to the amount apportioned to different subjects, and the number of subjects treated.

In the small paper, the owner of which is the editorial writer as well as the news editor, and sometimes, also, business manager, circulation and advertising solicitor and foreman of the printing office, the quantity of editorial matter is at the mercy of circumstances. There should certainly always be editorials. It is difficult to believe but that the interests of any community, no matter how small, in which a newspaper is published, call for at least a column of original editorials.

Cafeteria Methods.—As to other matter on the editorial page, there is great variety.

In the country paper the remainder of the page is usually occupied by reprint, news, and advertisements. This lack of variety does not mean that the page must be inferior; nor does the presence of advertisements damage it, provided the pyramid make-up—building up the advertising from the lower right hand corner—is used, so that the editorials are in top-of-column position and can be tastefully arranged. News stories with heads so large as to overshadow the editorial heads, ought to be excluded. In the city paper there seems to be hardly any limit to the number of varieties

of features and departments originated to serve as frosting on the editorial cake—selected usually by some one else than the editor. Among these are cartoons, communications, "opposition columns," verse, feature columns, jokes and anecdotes, puzzles, continued stories, theater news, "sob stuff," the weather, health department, answers to questions, historical and biographical feature stories, syndicate features, reprint editorials—useful in backing up the paper's own policies, or, better, in presenting other points of view. Then there are: the flag, market news, announcements of deaths, births and marriages, paper's motto or its "platform" or a statement of its policies, advertising and subscription rates, the calendar of the day or week, news, interviews, advertisements. Some papers have as many as a score of different kinds of materials on the editorial page. At the other extreme are a very few newspapers which print nothing but original editorials with perhaps a decorative heading over them and a motto.

The tendency to make the editorial page a sort of literary museum or, perhaps better, a vaudeville performance, is to be deprecated. With a few exceptions these features soon wear out. They are not necessary to attract attention to editorials that are worth reading and it is doubtful that they ever operate in that way. The only secret of a successful editorial page is to make the editorial column itself readable.

Three Outstanding Features.—Out of this miscellany, however, three features may be selected as being so closely related to the columns of original



AN EDITORIAL PAGE CONTAINING A GREAT VARIETY OF MATERIALS.

opinion as to deserve to be handled as auxiliary editorial matter.

1. First in importance is the cartoon—a pictorial editorial. Cartoonists of the present day are performing an immeasurable service to the country and also to the press. Historically considered, the cartoon is one of the most interesting vehicles of opinion. Great questions have been opened to the public, and important reforms have been accomplished by cartoonists.

George Fitch once described their power in the following characteristic words:

The cartoonist has to be a humorist, a philosopher and a close student of mankind in addition to being boss of an obedient and well trained pencil. He has to boil down the concentrated wisdom of a hundred stump speakers into a three column picture done in a hurry, while the engraving room is yelling for his work. He has to say more in the picture of a fat man and an elephant than a perspiring candidate can utter in a two-hour speech and he usually does it. He preaches sermons in snickers and when he has made good, people look at his funny, freakish absurdities at the breakfast table and then turn to the heavy editorials to see if they are corroborated by the cartoon.

A cartoonist once broke up Tammany and sent its boss to jail. Ten thousand speakers have tried to duplicate the trick ever since but they haven't succeeded. Sometimes we think that the nation doesn't appreciate a really good cartoonist. It should elect him to office. Think what a stump speaker he would make if he got out to defend his administration with a soft-nosed lead pencil and three acres of white paper on an easel!

The theory sometimes expressed, however, that the cartoon is superseding the editorial has no apparent justification. It is obvious that a good cartoon reaches a far wider public than the good editorial; that it delivers its message quicker and with less effort on the part of the individual, and sometimes with more force. It speaks the universal language. But, after all, the cartoon can say very little; it presents only a cross-section of some interesting situation. It is in fact little more than a drawn paragraph. The picture editorial supplements verbal editorials most acceptably, but it can not supersede them. One who cares to pursue the subject at length will find it interesting to analyze and classify cartoons from the standpoint of their purpose, of interpretation, argument, appeal, or entertainment, or from the standpoint of their style and technique. It is also an excellent practice to work up ideas for cartoons.

2. A second logical auxiliary of the editorial column is the column of communications. A great variety of headings have been invented for this department, and sometimes it is handled as news material. Experience generally supports the view that it constitutes a valuable feature of the paper. It is a perpetual "day in court," an open forum, a safety valve, a barometer, or a layman's pulpit.

While the rules for handling communications vary considerably, the best practice seems to recommend that communications be edited so as to make them as short and interesting as possible without doing an injustice to the writers; that the name be printed or

withheld as the writer directs; that anonymous communications be not printed (though the most famous of all communications to newspapers, the "Letters of Junius," were such); that liberality be shown as to printing communications on all sides of all questions; that no violation of good taste be allowed; that an editor is justified in giving preference to communications supporting a policy of the paper; that the practice of writing communications in the office in order to give an impression that public opinion is aroused for some object is indefensible.

3. Newspaper verse, when, as frequently, it is used as a vehicle for interpretation, argument, persuasion or entertainment, becomes an auxiliary editorial feature. Short verse has the characteristics of a pointed paragraph, with rhythm and rime added. A similar utility attaches to what is commonly called "the prose poem."

A few papers, in communities where there is only one paper, or where one or more political parties have no newspaper organ, establish on their editorial pages "opposition columns." The custom is not spreading. It will naturally pass out of existence wherever the party organ disappears, through consolidations or otherwise, and the independent press takes its place. A wide-open department for communications is all the "opposition column" demanded in most instances.

Variations on Sunday.—An interesting dissimilarity may be found between the week-day and the Sunday editorial pages of some daily newspapers. In the paper which shows the most extreme contrasts in

this respect, the week-day issues contain a preponderance of syndicate features—"comics," "strips," sentimental philosophy, nature notes, soul-to-soul talks, maxims, paragraphs and continued stories. The Sunday issues have more inviting pages, two-thirds filled with editorial matter in wide columns and the other third poetry and reprint from periodicals and books.

The contrasts in most papers, however, are less obvious, consisting merely in the use of more solid features for Sunday, an increase in the amount of editorial matter, and a choice of subjects regarded as more appropriate for Sabbath day consideration.

CHAPTER XI

EDITORIAL RESPONSIBILITY

Pretty much everything in this book has direct or indirect reference to some question of editorial responsibility. Responsibilities grow out of relationships, just such relationships as have been discussed here between the editor and the materials he has to work with, and between the editor and his readers.

The Clash of Obligations.—There is in the editorial world, as in any, the conflict of obligations which renders living the complex matter that it is. The personal interests of the editor himself seem to conflict sometimes with the interests of the paper, or the interests of the paper conflict with those of the great unorganized mass of people for whom the newspaper should be a champion. These and other similar clashes of interest will afford the editor plenty of exercise trying to catch up with the Greatest Good to the Greatest Number after he has once succeeded in picking it out from among the crowd of greater and lesser Goods.

Without any intention of debating fine points or trying to settle questions on which doctors disagree, it is yet possible to describe the general aspects of editorial responsibility as developed in the experience of careful and yet "practical" journalists.

A Common Bugbear.—If the editor is not the owner of the paper, he has certain responsibilities to the owner, and out of this relationship grows a possibility of conflict about which much has been said. American journalism has been condemned on the ground that it is common for editorial writers to feel compelled to write otherwise than according to their own convictions. By contrast, the standard of honor in English journalism is pointed out, according to which an editorial writer, who finds his own views divergent from those of the publisher, resigns his job and goes to some paper on which he is enabled to write with sincerity and freedom. All that need be said on this matter is to deny that conditions in our journalism are as bad as represented—and they are growing better. The attitude of a great newspaper on some question of the hour will not, of course, fit exactly the opinions of all its editorial writers; but the individual writer can, to a large extent, choose the subjects which he is to discuss, thereby avoiding those which he feels he could not conscientiously present in accordance with the paper's policy.

The general attitude of any great newspaper is well understood and no one need commit the error of affiliating himself with a paper having a point of view opposite to his own, though, to be sure, no editor will find a great paper that maintains views exactly the same as his own, any more than he will find a church offering such a complete harmony—or a political party. Affiliations in life are almost always

established on the principle of approximate, rather than perfect, agreement.

In connection with the reference made to English journalism, it is interesting to find a historian of the English press, J. D. Symon, defending editorial writers who, "acute in discovering the feeling of the masses, become advocates, able special pleaders, who can with equal versatility maintain the worse or the better cause at will. The barrister does not suffer in character by being able to maintain the side for which he is briefed. It is not a question of personal conviction. The newspaper, so far as editorial opinion goes, remains impersonal, and the private convictions of the special pleader have nothing to do with the case."

It is not to be denied, however, that instances are not wanting in which publishers, either in furtherance of their own views or of their social, political, or financial interests, make demands on their editorial writers both disagreeable and humiliating. Editors continue to compromise themselves by working for such publishers, just as lawyers continue to compromise themselves by taking such clients. But in the case of bad journalism, the remedy is much easier to apply because the readers always have the remedy in their own hands. For this reason, even in the face of frequent disquieting revelations, it is possible to be optimistic as to the future of metropolitan journalism in America.

The Professional Obligation.—The responsibility which lies closest to the editor—of the five-column weekly or of the great daily—grows out of what may

be called his duty to himself as an editor and to his profession, the profession of journalism.

His duty to himself is of the same character and importance as any man's duty to himself. It needs no elucidation here. In the light of what has been said under the preceding topic, it is assumed that an important part of his duty to himself is to write as he believes. This is not only a duty but a source of power in writing.

The editor owes it to his profession, as well as to himself, to work out a settled philosophy of life, that is, to establish adequate personal and professional principles of action which mark his course as a man and as a writer. Such, for example, is the rule of action which the editor adopts as to using personal attack in his writings. Will he attack personally the private individual? a competitor? a man in public life? an official?—any or all or none? If he uses personal attack, will he direct it at his opponent's personal appearance? private life? abilities? acts? ideals?—any, all or none?

Or, as another example, how will the editor meet outside influences brought to bear upon him—influences involving money, or involving threats, or involving friendships? A multitude of such tests will be put to the editor. His method of meeting them will reveal his sense of responsibility to himself and his profession.

A Newspaper Has Rights.—Next in its close personal relationships to the editor himself, is his responsibility to his newspaper as an institution, enjoying

certain rights which even its editor is bound to respect. These things might be described as the newspaper's rights to life, liberty and the pursuit of usefulness. Life, meaning not merely continued existence, but maintenance of its health, requiring that the editor ponder deeply the sources of newspaper influence, and of a normal growth in strength and prestige. Liberty, necessitating reasonable independence in performing its functions, such as depends on resistance to attempts at domination by advertisers. Pursuit of usefulness; doing well those things which a newspaper can do in justifying its existence as an institution; seeking its ends with dynamic intensity; but never entering an editorial campaign until all phases of the engagement have been thought out: the chances for defeat or victory measured carefully; account taken of those who must be converted or placated, and of those who must be defeated; decision made as to whether educational methods, or quicker and more forceful direct attack, are to be used; determination of the most promising methods in editorial strategy, and the paper's attitude in victory or defeat. In other words, a newspaper has a right to conservation of its interests and development of its powers.

A broader phase of this matter is the editor's responsibility to his craft, to the profession of journalism. If an editor shows no interest in other editorial opinion and no respect for it, how can he be so ingenuous as to suppose that he is building in his readers' minds respect for *any* editorial opinion. He is a strange

editor who seeks credit by acting as though he belonged to a class that is discreditable.

The Implied Contract.—But the sense in which the expression, "editorial responsibility," is commonly used refers chiefly to the editor's responsibility to the community. As relationships here are multitudinous, so responsibility is very great. The editor is a party to an unwritten contract between the newspaper and the public. This contract recognizes that news and opinion are necessities of the community life as of political and social well-being generally; that the newspaper is, in effect, enjoying a franchise to deal in these necessities; that extraordinary privileges of approach to the minds of the members of the community and a valuable gift of public confidence, have been bestowed. All of which explains the basis of the more and more common conception of the newspaper as being a quasi public utility under the same obligations to devote itself to the public interests as any public utility. Or it is a complex socializing manufactory whose product is information and whose chief by-product is good, sound public opinion; and it operates under a special charter in which the public is named as one of the incorporators. As this inevitable conclusion regarding the nature of the newspaper as an institution gains general acceptance, the paper run according to the proprietor's selfish interest alone will become an anachronism and finally a curiosity.

Capitalistic Leanings.—Equally ridiculous, and much more dangerous, is the apparent sense of responsibility felt by some newspapers towards wealth. There

is some ground for the phrase, "the capitalistic press." It is not surprising that as the metropolitan newspaper has become financially great, it has come into the hands of men with the point of view of wealth. (James Gordon Bennett started the New York *Herald* with $500, in 1835. It would require a thousand times that much to start a daily paper in New York to-day). The remedy for the evil growing out of such a condition lies with the public, and in the past the public has not failed to apply the remedy in many notable instances. The newspaper which manifests failure to appreciate where its chief responsibility lies will, as a rule, find that the public is pointing its finger in the direction of the scrap pile.

While president of the University of Minnesota, George E. Vincent declared: "The press is more than a business. It is a social service fundamental to the national life, exerting profound influence upon it. The men of the press must recognize the social nature of their task. If the press be a corporation, it is a public service corporation with all of the social responsibility that this implies. The American press reflects the life of all of us, and it affects the life of all of us. We must all share the common task of raising slowly, steadily, courageously this life to a higher level of truth, of justice, of good will. We, the people, make the press what it is. The press can help us to make it and all our national institutions more nearly what they should be."

Some of the most interesting phases of this responsibility of the newspaper to the public have to do with

other parts of the paper than the editorial page, and are matters for treatment in a work of broader scope than this, covering the entire field of newspaper problems and policies. They include, on the side of the news, such questions as the possibility of a newpaper's telling the truth, accuracy in details, sensationalism, the printing of crime and anti-social news, suppression of news, licensing reporters, the use of a black list; and on the side of advertising, such questions as clean advertising, guaranteed advertising, advertising service, free advertising, favors to large advertisers.

Of the newspaper's broader obligations, William Herbert Carruth, professor of comparative literatures in Leland Stanford University, has said:

> When the journalist shall acknowledge and confess his responsibility as an agent and educator of the public, and bind himself by as solemn an oath as that of Hippocrates, once, and unfortunately no longer, required of the physician, to care religiously for the honor and welfare of those whom he serves, he will deserve to take his place where he belongs, beside the educator in the work of building up a great common consciousness for civic righteousness.

From the point of view of the editorial column, the first principle of responsibility to the public covers the exercise of such homely virtues as fairness, honesty, cleanness, cheerfulness, charitableness, generosity, courageousness. Such virtues require no definition, and no supporting arguments.

In the editorial column it is desirable service to the

public to emphasize the significant things in the news which are liable to be overlooked and the apparently little things which are in reality great.

Some Community Services.—There are important community interests and activities which the editor aware of his responsibilities can foster. Almost marvellous are some of the stories of community service rendered by newspapers small and great.

No civic agency can do as much for the health of the community as can newspapers. Activities in this line take the direction sometimes of a health column in the paper, at other times, a campaign for efficiency in the city health department or adequate equipment for handling problems in sanitation, the care of contagious diseases, and inspection to discover need of preventative or curative measures. Not often is an editor's courage and devotion to the public welfare more severely tested than when he is faced by the necessity of exposing and attacking bad conditions in his own town. What has been said of physical health applies equally to the moral health of the community.

The editor is the one naturally and properly approached for aid in financing relief and charitable undertakings. He responds as a matter of course. Indeed the proceeding becomes so much a matter of course that it seems as though the public forgets to give the newspaper any credit for its work.

In educational affairs, intelligent support by the editor is invaluable. There are many fine school buildings in every state which would not be standing except for the activity of newspapers in popularizing

the work of the schools and in stimulating and organizing sentiment in favor of proper equipment.

The editor can do much to interest his readers in recreation. A community to be healthy must know how to play.

Cultivation of the public taste rests largely with the newspapers. In the first place, the editor will see to it that he approaches the problem with clean hands, by exemplifying good taste in the content and appearance of his own page and the paper as a whole. Proceeding from this point, he creates what interest he can in good literature, for example, by occasional editorials on books that he himself has read; by hearty support of public libraries and by such remarks as he may feel like making on reading in general.

In similar ways, the editor can promote appreciation of painting, architecture, music, and the drama.

The so-called "service departments" containing advice to readers on everything from beauty and matrimony to golf and law may, if the editor so desires, be given a place in his page. In a large city paper, such departments are undeniably helpful to a considerable number of readers.

Once in a while an editor claims credit in a case like the following: "The writer has had the distinct satisfaction of aiding materially in ridding his city of one of its most baneful influences—a moral leper who belonged to half a dozen lodges and has always been a good fellow, with influential connections. There was a storm raised when he was shown up in the paper. He kept a store. His advertising ceased. When he

hinted that it might be resumed 'under certain conditions,' he was told that his name in display type would be seen only in the headlines announcing his departure for jail or 'parts unknown,' but would not be tolerated in the advertising columns under any conditions. He sold his business and left town and his successor is a decent citizen."

Ex officio Town Salesman.—From the point of view of the town as a unit of population with a legitimate ambiton to increase, the editor holds the important position of salesman *ex officio*. Like any good salesman or advertising manager, he makes it a part of his business to improve the "commodity" as much as possible. Directions in which he may help do this have been suggested. He appreciates the fact that, to a prospective resident, a town or city is not a mere material thing, but it is a group of opportunities—services. He does not think of paving as so much brick or concrete to be measured in miles, but as so much convenience or opportunity for pleasure to the resident.

The sales-editor will analyze his "article" and present its virtues to the possible "purchaser" with an eye to all the demands which such a purchaser can make. Possibly he finds that these relate to: (1) Educational advantages; (2) health conditions; (3) atmosphere—beauty, historic interest, architecture, moral tone; (4) the people and the organizations they foster; (5) opportunities for recreation; (6) housing and shopping conditions; (7) accessibility and transportation facilities; (8) investment opportunities; (9)

employment opportunities. Whatever they are, he makes a correct appraisement. He then visualizes clearly the prospective resident whom he can reach through his column, or, more important, whom he can reach through the home folks who get information, appreciation, and enthusiasm regarding the town from his editorials. Then he is ready for his work as salesman-in-chief.

Mixing in Politics.—Most obvious of all the editor's responsibilities to the public, is that of promoting good government, furthering the constructive work of society; helping to establish more firmly the principles of sound democracy. This editorial function will call for all the courage and all the wisdom and all the diplomacy of which the editor is possessed. Too often his efforts are limited to attacking bad government in the excitement of a political campaign. One of the most disconcerting facts about the political and civic offices of the newspapers of our day is that apparently their direct influence in a campaign is much less than should be expected. In many great municipal elections, newspaper support has seemed of little value to the candidate receiving it. Of course, it is utterly impracticable to measure the political influence of a newspaper. Logically it should be tremendously great. If it is not great, the explanation is to be sought not in the weakness of the newspaper as an institution, but in the failure of its proper functioning, due to human incompetence or dereliction.

The Broadest Responsibility.—In its broadest aspect, the responsibility of the editor extends to so-

ciety as a whole and, in particular, to the legal requirement which society has imposed upon the press. In America, this latter is not great. It requires only that the editor shall speak truth and from worthy motives. Statements of fact, or opinion, made with a proper sense of public obligation, except in the case of some specific prohibition, receive full protection under our laws. The editor's responsibility to society as a whole is not different in kind from his responsibilty to his community. It becomes predominant in its authority when, for some reason, the sentiments of the community are out of harmony with those of the country at large. A few such notable instance came to light during the World War and more than one newspaper received high recognition for fearlessly discharging its obligations to the country in the face of bitter antagonism from the most powerful element in its city.

In the large city or in the small town, the editor often finds that keeping all his responsibilities in good repair adds something to the high cost of living. Enemies, irate subscribers, and social or political disfavor sometimes help to swell the price of fearlessness and progressiveness. No careful editor boosts the price any more than necessary: he keeps it down to the minimum. But after he has paid it, and paid it as cheerfully as possible, he always finds that he has bought something worth having—self-respect and a good conscience.

Must Not Overlook the Individual.—Editors sometimes become so habituated to viewing people in the mass that they grow indifferent as to their respon-

sibilities to the individual members of society. Charles H. Grasty, himself a publisher of large experience, has referred to this as a "serious blemish on our journalism." Mr. Grasty believes that "in a general way, the press appreciates its obligations to the public interest. The average editor accepts in practice the principle of public trusteeship. Ideality is much more common in newspaper offices than is known or admitted by the layman," but in spite of this fact "contempt for the rights of the individual" is not infrequently shown. For years Mr. Grasty printed on the editorial page of his Baltimore *Sun* a corrections column to which every person with a grievance had access. "The editor," he declares, "should be a gentleman professionally as well as personally."

Taking Off His Coat.—Finally, it is interesting to observe that the editor speaks with double authority who backs up his words with action. No editor can meet his responsibilities by mere writing. The country editor, especially, must do two-thirds of his preaching by participation in affairs.

William Allen White has thus described the editor's contribution to the happiness of his town. He is speaking of the editor of the small paper; but what he says is true of any editor worthy of the name.

He has given all his life to his town; he has spent thousands of dollars to promote its growth; he has watched every house on the town-site rise, and has made an item in his paper about it; he has written up the weddings of many of the grandmothers and grandfathers of the town; he has chronicled the birth of their children and

children's children. The old scrapbooks are filled with kind things that he has written. Old men and old women scan these wrinkled pages with eyes that have lost their luster, and on the rusty clippings pasted there fall many tears. In this book many a woman reads the little verse below the name of a child whom only she and God remember. In some other scrapbook, a man, long since out of the current of life, reads the story of his little triumph in the world; in the family Bible is a clipping—yellow and crisp with years—that tells of a daughter's wedding and the social glory that descended upon the house that one great day.

And, to quote from Charles Moreau Harger on the same topic:

The country editor of to-day is coming into his own. He asks fewer favors and brings more into the store of common good. He does not ask eulogies nor does he resent fair criticisms; he is content to be judged by what he is and what he has accomplished. As the leader of the hosts must hold his place by the consent of his followers, so must the town's spokesman prove his worth. Closest to the people, nearest to their home life, its hopes and its aspirations, the country editor is at the foundation of journalism.

CHAPTER XII

THE EDITOR'S ROUTINE AND READING

While the organization of large newspaper offices varies considerably as to details, the main features are the same, and one of these is that the editor-in-chief stands next to the publisher in authority. His is the duty of directing the paper, according to the purposes and instructions of the owner. He may or may not write editorials himself. Sometimes he hires all the brains needed for that and uses his own on the difficult questions of policy. He is well paid, his salary rarely being less than $150 a week and sometimes going as high as $300. Mr. Brisbane's fabulous salary is one of those exceptional facts that concerns the aspiring beginner about as much as the Presidency.

The Man on a City Staff.—The routine of the editorial writer is described by one who has had long and wide experience about as follows:

The editorial writer submits to the editor every morning in conference a list of editorial topics which to him may seem available. The requisite number of these may be chosen, or, as has sometimes happened, all may be rejected and an entirely new set substituted, which he must handle with as much readiness as if they were of his own selection. Usually, however,

his list will contain the required number of acceptable topics. He finds it comparatively easy sailing when his subjects are before him and he is able to settle down to their treatment, for editorial writing is his trade or his art. He is, therefore, far along the road, so to speak, before he seemingly begins his day's journey. He has already mentally gone over his topics, consciously or subconsciously analyzed them. He has his premises, discussions and conclusions arranged, at least in outline. The rest is purely composition, and this is something to be dealt with as entirely separate from his subject.

A half dozen writers contribute regularly to the editorial page. Some of these are represented on the page daily, others thrice, twice or once a week. All contribute more or less to other departments. All are subject to such assignments as the editor-in-chief may give them. Some prepare special articles on literary, political, economic, art, and other subjects. Some write on foreign topics. Some write reviews. It is intended that the work shall be so distributed as to bear equally on the editorial writing force.

Accuracy of statement is a first essential. To achieve it, all necessary thought, time and care are taken. An editorial goes through this process:

Subject is assigned in morning conference.

Position to be taken is understood as office policy or indicated.

The article is written.

It is passed to the assistant editor.

It goes to the editorial copy reader, whose business

is to "catch" and correct any "slips" made by the writer.

Corrected proofs go to assistant editor, copy reader and writer.

Corrections may be made by one or all.

The writer may change form of construction or statement of fact, or he may improve or polish passages.

Revised proofs go to editor-in-chief.

Editor-in-chief may order alterations, modifications, extensions, the rewriting of passages.

Finally, a page proof is passed upon by editor-in-chief and assistant editor.

There may be days, and even weeks, at a time, when no important changes are ordered; many changes, however, may be ordered in one day.

The morning editorial conference frequently takes the form of a general discussion of affairs, the editor-in-chief leading, and from such discussions the editorial writers draw, directly or inferentially, the views of their superior, not only as they concern subjects of the day, but as they concern subjects that may come up for treatment at any time in the future. This is what might be called getting the "feel" of the office. Thus do the traditions of the paper show the way to the treatment of the matter in hand.

The editorial writer's salary is better than that of the assistants in any of the business departments and better than that of reporters or copy readers. In some offices the "star" reporter receives as much or more

than editorial writers. They are paid all the way from $40 to $150 a week.

They are able, as a rule, to work in more leisurely fashion than other writers for the paper though exigencies may require that copy be hastily written and fed, sheet by sheet, unrevised, to the compositors.

In the Weekly Magazine Office.—The editorial pages of a weekly periodical rest upon much the same routine as has been described, though the time requirements are somewhat ameliorated and the work of members of the staff is more diversified. Mark Sullivan, editor of *Collier's,* in his foreword to "National Floodmarks," a collection of *Collier's* editorials, describes the methods of work in that office as follows:

> The only rule there has ever been about the editorials in *Collier's* is that each should be the sincere expression of either a conviction or a mood. They have never been written to order. At no time have we felt that the death of the Akhoond of Swat or the fiscal policy of Siam must, willy-nilly, be written about. China becomes a republic, or may become an empire again; if the editorial writer is moved to the expression of something worth while on this transition, we have an editorial on it; if not, we let China alone and print an editorial on hollyhocks or on some other subject that the writer does happen to have an idea about. The poet De Vigny said: "The press is a mouth forced to be always open and always speaking. Hence it says a thousand things more than it has to say, and often wanders and exaggerates. It would be the same if an orator, yes, even Demosthenes himself, had to speak without interruption all the year round." Probably De Vigny was thinking about the daily press; anyway,

Collier's theory has been, not to cover the world nor the week's news, but to print editorials on subjects concerning which the writer has—or thinks he has—something to say. Of course the convictions have not always been consistent nor the moods permanent—for *Collier's* is human.

In the Small Office.—In the country weekly newspaper office or that of the small daily, the routine of the editor as an editorial writer usually amounts to this: he writes editorials when he is not doing anything else. A multitude of duties in the front office, back office, and on the street, crowd upon him. Opportunities to fritter away time are also plentiful. Sometimes he turns the editorial column over to a reporter. Sometimes he abolishes it. Oftentimes the thing that he needs to do to solve the difficulty is to adopt better business methods. The installation of a modern cost-finding and accounting system, in even the smallest office, is bound to result in a better editorial column, remote as the connection may seem to be. It will conserve the newspaper man's time so that he can find an hour occasionally in which to be an editor, and it will make him more prosperous and therefore better able to hire help for the drudgery and release his mind for work that is worth his doing.

Contrary to what might be expected, the editorial work in the typical small daily is more conscientiously done than in the typical weekly.

A Word on Behalf of Relaxation.—A part of the editor's routine—that is, one of the things that he does inevitably and periodically, if he is to keep his pro-

ductive efficiency at the highest mark—is to "dust off his soul," as the editor of a sprightly periodical for newspaper writers, *Pep*, put it:

We think it highly desirable that once in a while editors go out into a mental desert, and get a lot of the false odors of town out of their system.

If ever were needed clear thinking leaders, clean thinking leaders, it is now; and if editors are to do the job the public has a right to expect them to do—that is, instruct and guide and protect, as well as amuse and inform—they must occasionally get out of touch with politicians, irate subscribers, their pet club, and the mill of office work that grinds all emotion and idealism and constructive thought out of editors about as fast as a No. 5 grinds out "must" copy fifteen minutes before press time.

Vacations for most workers are merely play periods. Publishers and editors require something more than a play spell.

They require a polishing of their mental faculties; they require the renewal of their moral sense of smell so that they will not be content to dwell in silence with a city muck heap.

They need to brush out a lot of rubbish that has piled in their heads as well as in their desks and filing cabinets; and a period of solitary confinement with nature would help more than a little.

The editor to-day who drifts with his town, who becomes merely a calliope to the town political, social and business procession, who is merely a changer of money inside the temple instead of the keeper of the ark of the covenant; such an editor is merely an animate cash register, and any paper he manages is a simulacrum. Of which there are too many for the future of newspaperdom.

If you in any sense care for the high estate of the editor, an estate as high as that of the minister, or the judge, or the statesman, you will, this vacation season, spend some time in getting alone with yourself, and letting the old forces of nature remold you for your soul's good.

The man who will live with a mountain and a trout stream, alone, for three weeks cannot very well be a cheap assistant to the town gang of political wastrels; the man who watches the eternal stars, going their solemn rounds each night, from his blanket roll under the open sky, will return with more reverence for what is right, and less for what is expedient.

And, if our guess is at all good, an awakened public conscience is daily making what is right, expedient.

An editor, who spends his vacation tangoing with the seaside mob, is likely to return with about as much worthwhile aspiration as have the other fat lounge lizards with whom he consorts at his club.

Such a one is not an editor; he's just another tired business man, kicking up a dust on the city treadmill.

The Two Kinds of Books.—When a number of successful editors were asked what books the editorial writer should read, the majority of them prefaced their answers by dividing books into two classes, after the manner of DeQuincey: those books which present information, and those which contain power; or as one editor put it, "a book does one or both of two things: it supplies you with facts, definite information, or it stimulates your imagination, builds up your power of original thought."

The Storehouse Shelf.—As to books of informa-

tion, the editor of any paper, no matter how small, needs, of course, a good dictionary, and a good encyclopedia. From this minimum, the limits of editorial libraries expand until, in the office of the large newspaper, are sometimes found libraries of several thousand volumes. Among the most used books of these larger libraries are the Year Books of the various countries, government reports, Who's Who, Political Campaign Text Books, dictionaries of quotations, concordances, Reader's Guide to Periodical Literature, atlases, almanacs, histories, financial and commercial reports, comprehensive books on each of the sciences, census reports, Encyclopedia of Social Reform, memoirs of great Americans, dictionary of authors, treaties of the United States, constitutional law of the United States, books on international law, Outlines of American Politics, History of the Presidency.

Inspirational Books.—As to the other part of the editor's library—the books from which he acquires inspiration and increase in his power of expression,—there is as little agreement as one would expect.

According to one, "The Bible is the greatest book for the editor, because it has in it, more than any other book, the story of human thought from the day when Job humbled himself in the dust talking about Behemoth and Leviathan and Arcturus, to the almost modern day when Paul, the aristocrat Jewish nobleman of Tarsus, preached salavation based on unselfishness."

Next to the Bible, Shakspere receives the most frequent mention. "An editor should have a great deal of Shakspere in his head, and all of Shakspere at his

elbow. He should read Macbeth, Hamlet, King Lear, and the Tempest, at least once a year. As a man knows more, Shakspere tells him more."

Another prominent editor reports that the outside reading which he most values is poetry and such writers as Burke, Macaulay, and Lowell.

Still another editor finds inspiration in reading the lives of men preëminent in journalism. He recommends Dasent's "Delane" and Parton's "Greeley."

To continue the enumeration of books preferred by different editors would merely add unnecessarily to the demonstration of the fact that "it is all a matter of taste." The important thing is that no editor overlook the fact that if he is using books merely as a source of information, he is utilizing only half their value. If he can only find it, there is a book—many books—which will have for him helpful tonic qualities —without any bad after-effects.

Charles R. Miller, editor of the New York *Times,* thus sums up the objects to be sought by reading and study: "An editor should have a good working knowledge of history and politics. He should prepare himself for the interpretation of history, the philosophy of history, the correlation of events that may be widely separated. For some eruption of the day he should be able to apply Guizot and Buckle from a head stored like a library for ready reference; he should be on terms of familiarity with John Marshall, Justice Peckham, and Chief Justice White; in general he should read much, talk much, travel when he can."

CHAPTER XIII

ANALYZING EDITORIALS

Benefit, not only to a beginner, but also to a practiced writer, will come from analysis of the methods and style of successful editorial writers. To discover just how another makes himself understood, how he maintains interest, how he injects the pictorial element, how he employs historical or literary allusions, how he wins the sympathy and confidence of the reader, how he promotes the spirit of tolerance, how he introduces a whimsical, satirical, or a sterner tone—to discover the secret of these effects in another's writing is to acquire resourcefulness in one's own.

Ten Tests of an Editorial.—The following is a recapitulation, in outline form, of some of the points that have been made in the preceding chapters. If the student will select an editorial and examine it from these ten points of view, he will have made a rather complete analysis of it. Such study should assist self-criticism and consequent improvement in writing.

A good editorial will stand up well when tested as to its adequate meeting of requirements involved in the following ten phases:

1. Appearance.
    a. Column width and typography.

b. Length.
c. Paragraphing.

2. Theme.
   a. Scope: local, state, national, world, general.
   b. Field: politics, commerce, persons, etc.
   c. Interest: timeliness, significance, human interest, unusualness, etc.
3. Materials.
   a. Nature: events, thoughts, feelings, values, etc.
   b. Sources: observation, reflection, reading, conversation, experience.
4. Organization.
   a. The beginning: direct or indirect approach to subject, slant on subject, attention value for reader, first impression, etc.
   b. The end: formal or informal, climactic or uniform, abrupt or polished, weak or forceful, adaptation to reader and subject and purpose. Last impression effective or not.
   c. Arrangement of constituents, padded or reduced to essentials.
   d. Adaptation to reader's information or ignorance, interest or indifference, receptivity or prejudice.
   e. Heading: relation to theme, adaptation to reader, form and effectiveness.

5. Rhetorical form.
   a. Description.
   b. Narration.
   c. Exposition.
   d. Argument.
   e. Persuasion.
6. Style.
   a. Qualities: pictorial or commonplace, concise or wordy, clear or involved, forceful or weak, spirited or dull, original or stereotyped, affected or sincere, enriched or plain, trenchant or smooth, sentimental or gay, refined or crude, subtle or frank. Giving reader sense of discovery.
   b. Unity or consistency throughout.
7. Tone.
   a. Fair or shrewd, caustic or generous, dictatorial or rational, lofty or democratic, philosophical or intense, dignified or simple, intimate or formal, whimsical or serious, ironical, satirical, sarcastic, abusive.
8. Purpose.
   a. To inform.
   b. To interpret.
   c. To convince.
   d. To influence.
   e. To entertain.
9. Moral qualities and sense of editorial responsibility.

10. Value, judged by requirements that it be seen, read, believed, adopted, and benefit the community, the state, or society at large.

Published Collections of Editorials.—Several volumes of editorials are available for those who would rather consult them than the current issues or bound volumes of publications. Among them are:

"Casual Essays of the *Sun*," published in 1905 by Robert G. Cooke, New York. Contains some two hundred editorial articles on many subjects, "clothed with the philosophy of the bright side of things."

"National Floodmarks," published in 1915 by George H. Doran Company. Contains three hundred or more "week-by-week observations on American life," written by Mark Sullivan, the editor of *Collier's,* and members of his staff.

"Editorials from the Hearst Newspapers," Albertson Publishing Company, New York, 1906. More than one hundred examples of Arthur Brisbane's earlier work.

"Fifty Years of American Idealism," Houghton Mifflin Company, 1915, edited by Gustav Pollak. A collection of editorials from the New York *Nation.*

Better to Go to Original Sources.—Few complete editorials are reprinted in this present volume. A faithful attempt has been made to exemplify principles by the minimum amount of quotation. A set of models may best be made up by each writer for himself. The newspapers and periodicals of any day in the year afford abundant material.

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